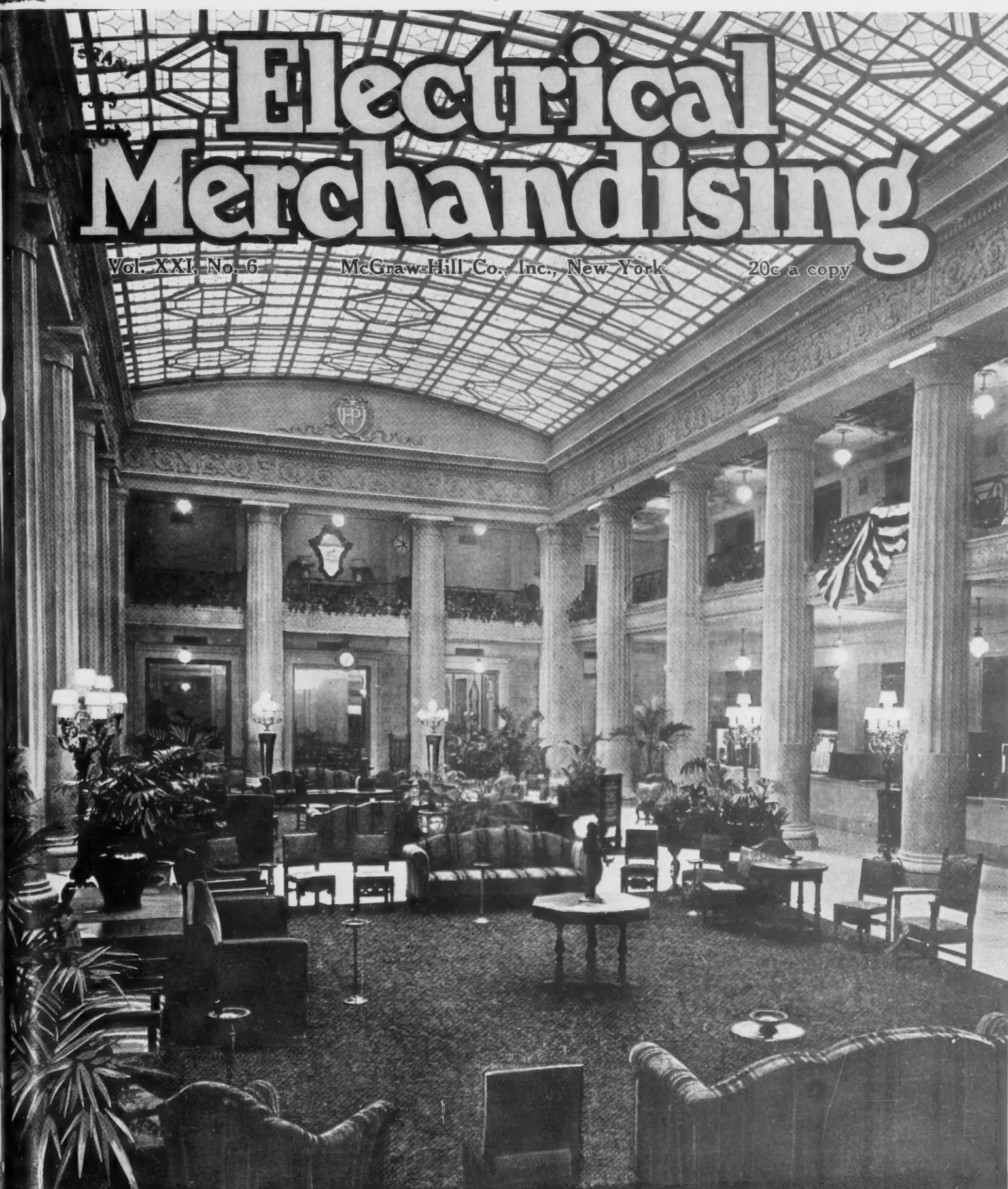


Electrical Merchandising

Vol. XXI, No. 6

McGraw-Hill Co., Inc., New York

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SINCE QUALITY ELECTRICAL WORK CALLS
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"And to think we haven't had these electrical comforts before! Why, we can operate them with the current Mazda Lamps save us."

Buy your lamps and other electrical conveniences where you see "The Girl with the Edison Mazda Lamps" in the window.

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EDISON LAMP WORKS OF GENERAL ELECTRIC COMPANY

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ON THE WIRE WITH THE EDITORS



Government Tax on Western Electrical Men

BEGINNING July 1, every subscriber to ELECTRICAL MERCHANDISING who lives west of the Mississippi River must pay 25 cents a year to Uncle Sam for the privilege.

On July 1, 1918, Congress put a seventeen-million-dollar tax on intelligence, and sectionalized this country by instituting the zone system of second-class postage, under which our newspapers and periodicals are carried. Ninety per cent of the information and instruction of those who read comes to them through newspapers and periodicals under this classification.

Our War Congress decided that there should be no distinction between information and merchandise, and it divided the reading public of America into eight different classes depending on geographical location. It was decided that the people who live in the Atlantic Coast zones, where most of the national publishing houses are located, shall get their customary reading matter quite easily, but that the people who live further west shall be progressively penalized according to distance, up to the point where it becomes prohibitive in cost to read anything but a county paper.

At first the publishers of ELECTRICAL MERCHANDISING looked upon this unheard-of taxation on intellect as a war measure, particularly as it was a part of the

war revenue bill. We did not believe, nor did other publishers or readers of publications believe, that this discrimination in favor of illiteracy would be seriously considered after the war emergency had passed. And rather than impose upon our readers the increased burden of what we thought was to be a temporary tax, we paid it ourselves and looked forward hopefully to the repeal of the legislation.

Now we find to our astonishment, that it is proposed to perpetuate this monumental piece of class legislation.

For the reader's sake, we were willing to bear the whole of this burden of taxation during the war. But it is obvious that no publisher can continue this as a permanent expenditure, and so, beginning July 1, subscribers to ELECTRICAL MERCHANDISING who live west of the Mississippi River must add 25 cents for extra postage on their year's subscription. There will be another increase in 1920, and still another in 1921.

The net result, unless this unwise and unjust legislation is repealed, will be to put the distribution of all periodicals on the basis that existed fifty years ago, when readers paid a flat subscription price "plus the postage."

It is beyond belief that when the Congressmen of our western states learn the sentiments of the reading public, they will tolerate the continuance of this injurious discrimination against their constituents.

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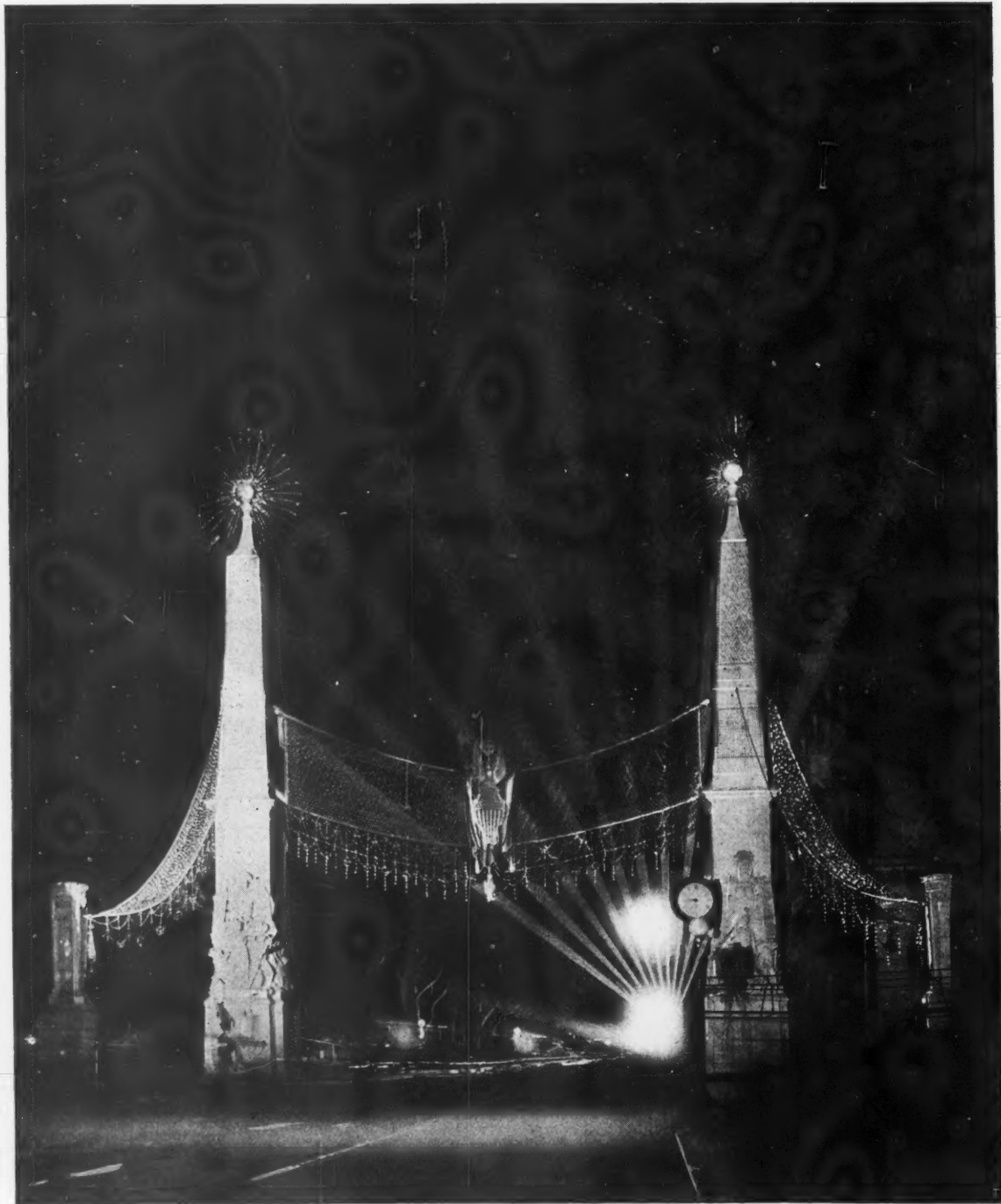
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the change takes place.

Of This Number 12,000 Copies Are Issued

"DO IT ELECTRICALLY"

Why Not an Electrical Fourth of July in Your Town This Year?



July Fourth, Nineteen-nineteen, will be celebrated by the American people in peace, victory and prosperity. With the greatest war in history successfully terminated by American arms, the 143rd anniversary of the nation's independence is an occasion too rich with spiritual meaning to be celebrated by mere noise and fireworks. July Fourth this year will be a day of patriotic meetings, of welcome-home ceremonies to returning troops—and appropriate to the dignity of the day there will be the opportunity for simple and striking electrical illuminations to replace dangerous fireworks.

Some of the possibilities of spectacular lighting effects

with electricity are revealed in this picture of the Arch of Jewels, erected at the Plaza, Fifth Avenue, New York City, during the recent welcoming ceremonies for arriving soldiers. The arch was studded with hundreds of lamps and with cut-glass "jewels" which sparkled in the beams of banks of powerful searchlights, while in turn these beams, viewed from up or down the Avenue, appeared as great fans of light sweeping the sky above the arch. Practical suggestions for electrical Fourth of July illuminations, using material at hand in any community, are given in an article on this subject on a following page.

Electrical Merchandising

The Monthly Magazine of the Electrical Trade

With which is incorporated ELECTRICAL MERCHANDISE

Volume 21

June, 1919

Number 6

"Quality Electrical Work"

THE time has come to raise the banner of "*Quality Electrical Work*." Conditions in the country bring the opportunity; conditions in the industry demand the change. Electrical men, right now, must go on record and declare themselves against the outworn policy of selling wiring by price comparison.

A jobber, last month, in these pages expressed the situation graphically in one well-chosen illustration. He said: "If the public knew no more about automobile refinements than it does about electrical conveniences to-day, automobiles would be sold minus lamps, starters, tops, windshields and tools, and would be equipped with undersized tires and one cylinder engines. They would run, but that's all, just as most house wiring jobs give light and that's all. For the public is buying electrical work on a price basis and securing only half completed jobs, because it does not know any better."

It is the truth, and every man in the electrical industry is suffering from it. We have not shown the public the advantages of over-size wiring, plenty of flush receptacles, switches, lighting outlets and appliances for the home. We have not made the customer appreciate the comfort-value and safety-value of quality electrical work, as the motor car man has sold him the idea of extra comforts on a car. We have not done so—but we can.

What will it do, this campaign for "*Quality Electric Work*?" It will raise the standard of electrical equipment—wiring, fittings and appliances. It will establish the contractor-dealer on a new basis of business prosperity. It will increase and stimulate the market for all kinds of electrical merchandise on every side. It will bring benefit to manufacturer and jobber, central station, contractor and dealer—a boon to every home that is wired.

"*Quality Electric Work!*" Make it a slogan and a goal. Preach it. Practice it. Perfect it.

The Aims and Purposes of the St. Louis Electrical Board of Trade

Constitution and By-Laws Prepared by Committee Representing Eleven Groups Interested in Electrical Industry Are Adopted—Plans for Educational Campaigns, Community Advertising, Exporting, and Exhibitions Are Under Way

By S. N. CLARKSON

A NEW organization has been formed at St. Louis for the purpose of truly representing locally all branches of the great electrical industry with forceful dignity and in a manner to command the respect of other business and professional organizations. The name of the new body is the "St. Louis Electrical Board of Trade," and while it is composed principally of ex-members of the now disbanded "St. Louis Jovian League of Electrical Interests," it has no connection with the Jovian Order, and its aims are entirely different, for the St. Louis Electrical Board of Trade intends to perform primarily a business, rather than a social, function in the electrical industry. As has often been pointed out in ELECTRICAL MERCHANDISING, there exist questions of great moment to the manufacturing, jobbing, contracting, utility and other branches of the electrical industry which should be acted upon from the viewpoint of their effect on the entire electrical industry. Heretofore there has been no medium of accomplishing this end in such a manner as to insure harmony and to obtain effective results without duplication of effort. Electrical boards of trade expect to be able to perform this service for the industry.

The organization of the St. Louis Electrical Board of Trade was completed with the formal adoption of the constitution and by-laws submitted by the reconstruction committee at a meeting at the Hotel Statler, St. Louis, on Tuesday, May 20.

The work of the reconstruction committee has extended over a period of three months, and the constitution as presented and adopted has the complete indorsement of twelve mem-

bers who compose the committee and who represent eleven branches of the industry.

They are:

B. H. Mann, Missouri Pacific Railroad, chairman.

W. N. Matthews, W. N. Matthews & Brother, representing the manufacturers.

H. H. Humphrey, consulting engineer, consulting engineers.

C. E. Michel, Union Electric Light & Power Company, light and power companies.

George Corrao, Western Electric Company, wholesalers.

W. O. Pennell, Southwestern Bell

Telephone Company, telephone companies.

E. D. Smith, United Railways Company, street railways.

Fred B. Adam, Frank Adam Electric Company, contractors.

E. A. Chenery, Missouri Pacific Railway Company, railroads.

L. M. Wood, Wood & Lane Company, manufacturers' agents.

E. L. Gross, Gross Chandelier Company, dealers.

Prof. A. S. Langsdorf, Washington University, research laboratory.

Short addresses were made by a number of the members of the committee prior to submitting the constitution to a vote, each speaker giving an outline of the benefits to be derived from the organization by the branch of the industry he represented on the committee.

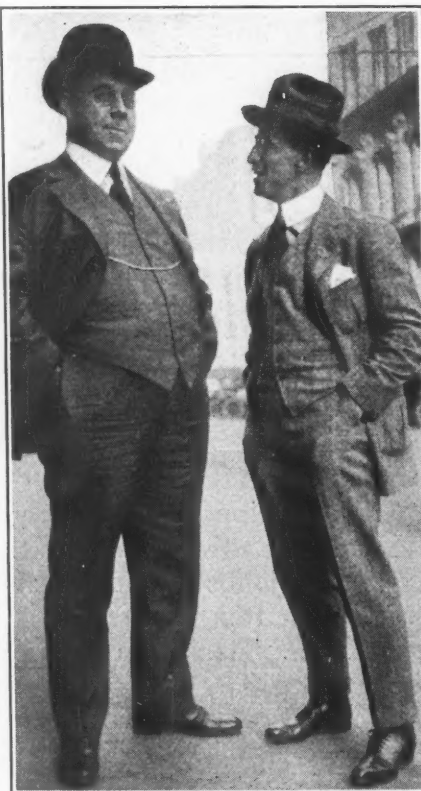
WORK TO BE UNDERTAKEN

A comprehensive idea of the work to be undertaken by the organization can be had from the following sections of Article I of the constitution, under the caption of "Object, Policy and Practice:"

Section 2. The object of this organization shall be the advancement of the electrical industry of St. Louis.

Section 3. The policy and practice of this organization shall be:

1. To create a spirit of mutual respect, esteem and co-operation among all branches of the electrical industry of St. Louis with the view of systematizing and improving electrical practices as approached from the viewpoint of either the manufacturer, manufacturer's agent, wholesaler, retailer, consulting engineer, contractor, electric railway, electric light and power company, telegraph and telephone company, railroad or research laboratory, not only in the industrial and general electric field, but in the home; such work to include the education of the people as to the benefits to be derived from: (a) General use of electrical equipment, appliances and devices. (b) Complete electrical wiring installations. (c) Use of high quality material and workmanship. (d) Transaction of business only with competent and responsible people. (e) Placing of busi-



E. H. Waddington, Western Electric Company, St. Louis, president of the new St. Louis Electrical Board of Trade. President Waddington was engaged in spirited conversation with Thomas Bibber of the Brascolite Company, when ELECTRICAL MERCHANDISING'S camera man happened past.

ness on the basis of advice rendered, ability to serve, quality and quantity of material installed, grade of workmanship and satisfaction to be derived from electrical installation, machine or appliance.

2. To work for complete plans and definite specifications for all electrical installations, and for expert supervision over all work to insure compliance with



C. E. Michel, sales manager Union Electric Light & Power Company, St. Louis, representing the interests of the local central station of the new electrical Board of Trade.

original plans and to secure a high grade of workmanship.

3. To secure full recognition of the desirability of healthy and prosperous public utilities, foster and promote the welfare, success and prosperity of such interests, encourage extension of public utilities as rapidly as the growing needs of the community require and aid the utilities to secure a proper revenue, believing that the best interests of the community and the industry will be served thereby.

4. To keep closely in touch with all public matters pertaining to electrical problems, that all other business organizations and municipal, state and federal authorities may know that our organization is responsible and capable of handling intelligently subjects pertaining to electrical matters.

5. To assist in co-ordinating and systematizing "community advertising" among the various branches of the electrical industry, arranging for the necessary participation by the various branches of the industry both in the general scheme and the details which go with or follow after the main plan.

6. To take up problems having to do with desired readjustment of freight classifications for all electrical goods handled in the St. Louis market.

7. To interest itself in encouraging export shipments via all routes, including the river through New Orleans and in accumulating the necessary information in regard to standards in use in South America and other foreign countries.

8. To maintain an information bureau as to any material and labor sup-

ply and demand which may be locally of interest.

9. To interest itself in the question of temporary or permanent exhibitions for the benefit of the electrical industry.

10. To provide weekly luncheon meetings for co-operative and educational purposes.

11. To interest itself in the matter of holding evening meetings when desirable for the purpose of discussing strictly trade subjects, both educational and co-operative.

12. To provide and equip proper headquarters and office force to serve the organization.

In addition to the revenue collected from dues, the organization will be financed by an underwriting membership among the firms and corporations in each branch of the industry.

A plan and finance committee has been appointed for the purpose of financing for a period of two years, composed of the following members:

J. S. Tritle, Westinghouse Electric Company, chairman.

F. A. Kehl, Brilliant Sign Company, vice-chairman.

Thomas Moloney, Moloney Transformer Company.

George H. Share, Emerson Electric Company.

L. S. Hunt, Commercial Electric Company.

Horace W. Beck, Light & Development Company.

Frank D. Beardslee, Mercantile Trust Company.

R. J. Russell, Century Electric Company.

Going to Have an Electric Show This Fall? Plan It Now



Local electric shows—conducted through the co-operation of central station, contractor-dealers and other electrical interests of the town—have been the means of interesting many householders in electrical appliances and creating much new business. Now that the country is settling back once again into peace ways, it is already apparent that a lot of these electric shows, big and little, will be held this coming fall. Are you planning one for your town? If so, better get the bunch together and lay your plans now!

Martin J. Wolf, W. N. Matthews & Brother.

J. E. Kearns, General Electric Company.

William Gallaher, Laclede Gas Light Company.

Ell C. Bennett, Jovian Order.

F. D. Phillips, Central Telephone & Electric Company.



Fred Adam of the Frank Adam Electric Company, dealers and contractors, who represented the electrical contractors in the formation of St. Louis' new co-operative electrical body.

Temporary offices have been established at 1415 Syndicate Trust Building, with W. R. Joyes in charge as acting secretary pending the selection of a secretary-manager and the arrangement of permanent offices.

The present officers of the organizations are: E. H. Waddington, Western Electric Company, president; B. H. Mann, Missouri Pacific Railway Company, vice-president; George McD. Johns, W. N. Matthews & Brother, secretary-treasurer.

The St. Louis Electrical Board of Trade has been in existence only a few months, as already pointed out, but from present indications it is succeeding admirably in fully carrying out the aims of its founders in the St. Louis Industrial district. Other electrical boards of trade are being organized in different parts of the country. As the number of such associations grows it may not be too much to expect a national organization of electrical boards of trade and the most vivid imagination can hardly begin to portray the possible benefits to the industry of such an organization if properly organized and managed and particularly if concentrated on local effort.

Why Not an Electrical Fourth of July in Your Town?



Speaker's stands for evening patriotic mass meetings can be lighted with special effects in the national colors—red, white and blue. Business streets can be attractively illuminated with festoons and garlands of lamps for a community dance. Prominent buildings can be floodlighted. Electric flags and welcome-home signs can be erected in prominent locations.

Some Suggestions Showing What Electricity Can Do in the Safe and Sane Celebration of the Nation's Birthday This Year

IN TWO WEEKS or so, 110,000,000 of the most fortunate people on the face of the globe will celebrate their national holiday, the Fourth of July, in peace, victory and prosperity.

We have been celebrating Fourths of July in various fashions for the last 143 years, but in the light of recent events July 4, 1919, takes on a new significance that demands something more appropriate to mark the day than the old-time orgy of noise and fireworks.

With thousands of soldiers returning to their home communities from overseas, the Fourth this year will be one of "welcome home" parades and fitting ceremonies, a day of

public meetings and patriotic addresses, an occasion of spiritual celebration and consecration, in which fire crackers, fireworks and the usual accompaniments of the Fourths of the past will seem feeble and grossly inappropriate.

But fitting in with the program for a safe and sane Fourth, which has been growing in popularity and public sentiment for some years back and which will this year attain its full development for the first time, the electrical man has a lot of illumination effects in stock which should be widely used to help celebrate the glorious day with the dignity and beauty that is appropriate to the nation's anniversary.

The electrical man can, for example, equip the line of march of the parading home-coming troops with festoons of light in the national colors—red, white and blue.

The town's business streets can be specially illuminated with strings and garlands of vari-colored lamps. Electric signs can be relamped and brightened up, for use on the Fourth, and thereafter.

Public buildings, like the court house, the library, the city hall, can be outlined in lamps, or floodlighted by powerful projector units.

Public statues, fountains, etc., can be floodlighted. Lights of various colors can be arranged to play on public fountains.

Hold an outdoor community dance on the evening of the Fourth. A well-swept asphalt street or closely-cropped lawn makes an ideal dance floor. The dance space should be well lighted by reflector units, and festoons of colored lamps should be used to give the affair a gala appearance.

If a bank of searchlights can be obtained, these can be mounted to project an aurora of light into the night sky after the fashion of the Ryan scintillator effects used at the San Francisco exposition, and repeated on a smaller scale in the New York City soldiers' home-coming celebration effects, pictured in the frontispiece of this issue of ELECTRICAL MERCHANDISING.

If a source of steam, such as a plant exhaust or a locomotive, can be secured in some location within sight of the main assembly point of the evening patriotic exercises, beautiful effects can be secured by throwing lights of various colors upon the ascending white clouds of vapor.

With the aid of the local newspapers, the householders of the town can be asked to see that every front window is illuminated and every porch light turned on, during the evening of July Fourth. In Europe illuminations of this kind are very effective, even when carried out with such simple means as rows of tallow candles placed on the window sills.

In Chicago, a couple of years ago, an attempt was made to revive this old-world custom for up-to-date use by selling special electric candlesticks in pairs for window illumination at Christmas time. The idea "caught on" to a gratifying extent, showing that it was thoroughly sound, but was dropped during war-time. The electric candlesticks were so designed as to be suitable for bureau or dressing-table lights when not in use for window lighting. This suggests the possibility of getting householders who have electric candlesticks to put them in their windows during the July Fourth celebration.

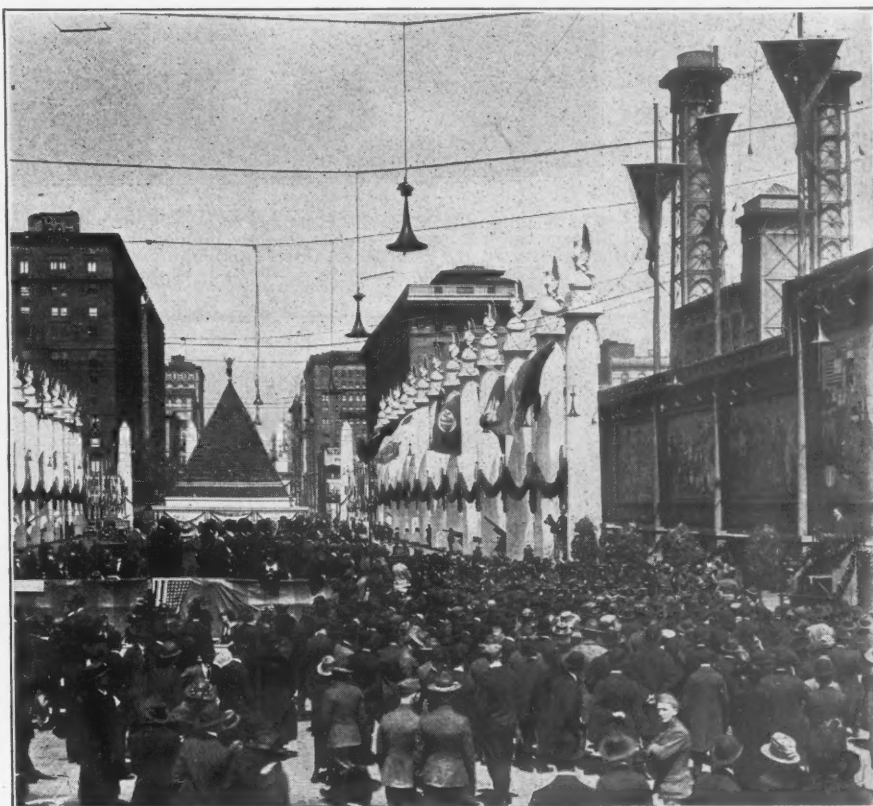
Or, each householder might be asked to place a portable table lamp or floor lamp, or an electrically-lighted flag in one of his front windows for the evening. The local newspaper campaign to bring about this result might be focussed under the slogans:

"Put a Portable in Your Window, July Fourth," or "Put a Flag in

Your Window for the Boys from Over There." Of course every electrical shop in town, including the electric light company, should feature this idea in its show-window displays, and dealers can offer to sell portables to those who haven't any.

To show the public just what the "Put - a - Portable - in - Your - Window" idea is, a made-up window frame and sash might be borrowed or rented from a friendly builder or general contractor, and used in the back of the show window, the out-

touch with the broadest-minded leaders of thought and activity in the community and explain the Electrical Fourth idea to them. If there has been a Safe and Sane Fourth movement in the town in previous years he should hunt up the persons who were active in it and enlist their active support in the electrical idea. He should have a talk with the chief of the fire department, and the physicians in charge of the local hospitals, and get expressions of their ideas, based on their own knowledge of



If the attendance at the outdoor patriotic meetings is likely to be so great that some of the audience will be able to hear only with difficulty, the electrical man can install loud-speaking telephones to carry the speaker's voice to the most distant of the auditors, as was done on Victory Way, New York City, during the Victory Loan campaign last month. Loud-speaking telephones will also permit the feature of having local meetings addressed by wire by speakers of prominence in distant cities.

side wall of the dwelling being imitated by heavy cardboard or wrapping paper on a light frame work.

GETTING THE IDEA UNDER WAY

The idea of an Electrical Fourth is, of course, new to the average community, and the electrical man who undertakes to promote this idea in his own home town must set in motion immediately all possible means for educating his fellow-citizens in the idea of supplanting noise and dangerous powder devices with safe and sane electrical illuminations.

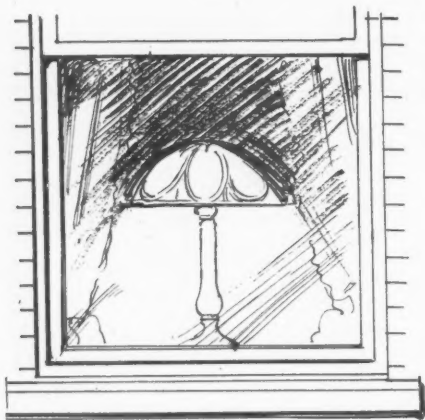
At the outset he should get in

touch with the broadest-minded leaders of thought and activity in the community and explain the Electrical Fourth idea to them.

But most valuable of all, the local newspapers can spread the story of the Electrical Fourth of July. Get in touch with the local editors at the outset and explain to them some of the possibilities of the idea. Ask them to promote it in editorials preaching against a powder-burning Fourth, and with articles showing the things electricity can do to take the place of powder and saltpeter. Then, as soon as local interest has been created in the Electrical Fourth idea among the public, call on the Mayor and ask him to appoint a com-

mittee to handle the local Fourth of July celebration. If possible get the Mayor committed to a safe and sane Electrical Fourth. Show him how the town's celebration can be advertised in the county papers to bring the county people into town for the evening's illuminations. If the Mayor will appoint the electrical promoter a member of the Safe and Sane Fourth Committee, so much the better, for the electrical man will then be in close touch with all activities looking toward public celebrations. Some objection may be made to a purely

electrical Fourth, on the ground that it does not afford the noise and excitement of the old-fashioned powder-burning days. If the committee wants noise and excitement, let arrangements be made for a sham battle by some of the soldier boys, to be held in one of the parks. In many communities it will be possible to secure the services of regular troops, awaiting mustering out, for this purpose. Where boys still in the service are not available, a sham battle can be arranged under local auspices, with returned soldiers now out of uniform taking part. Such a sham battle will furnish all the noise and excitement anyone can crave,



"Put a Portable in Your Window for the Boys from Over There." The dealer can promote this idea by setting up a complete window frame and sash in the back of his show window, and setting a handsome portable on a table back of the sash. Card-board or heavy wrapping paper tacked around the window frame, represents the outside wall of the dwelling. A placard in the front explains the idea.



The floodlighting of public buildings like the courthouse, city hall, or public library, affords one of the large-scale, outdoor opportunities for the use of electricity on the Fourth of July. This picture shows how the city buildings of Springfield, Mass., were floodlighted during a civic celebration.

and the plan has the advantage that the firearms employed will be in the hands of men trained in their use, instead of being set off promiscuously to the menace of life and property.

In planning for an Electrical Fourth, the underlying idea should be to make use of means, equipment and supplies that are at hand in local or near-by stocks, and which can be adapted to use in the Fourth of July celebration without excessive cost. Temporary sockets, colored lamps, floodlighting projectors, electric flags, searchlights, etc., can be obtained in almost every community. From material on hand, in any town, a very respectable set of lighting effects can probably be obtained for celebrating the Fourth, without going to great expense. If special equipment is purchased, it can be used from year to year thereafter, for the Electrical Fourth idea is bound to grow.

CENTRAL STATION MAN OR CONTRACTOR SHOULD LEAD

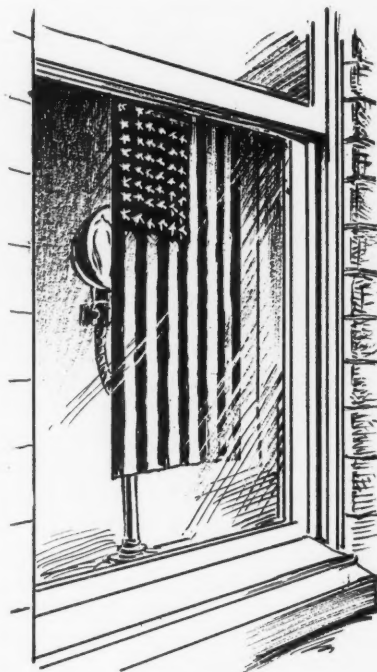
Who shall take the initiative in getting an Electrical Fourth of July celebration under way in the local community?

Logically, the manager or the commercial manager of the electric light company is perhaps the individual best fitted by position and contact with the public to initiate Electrical Fourth plans. If the central station man undertakes this duty, he should keep the local contractors and dealers

thoroughly informed of his plans and his course, so that he may have their co-operation in promoting the idea. But if the central station representative is not ready to push the idea there is no reason why one of the leading contractors, dealers, or other electrical men of the town—even if jobber or manufacturer—should not take the lead in putting over an Electrical Fourth. In the judgment of many electrical men who know the possibilities of electric illumination effects for pageants, celebrations and other outdoor events the all-electric Fourth

of July is a thing of the near future all over the country, and the communities which get the idea under way this year will be ranked as among the most progressive in the country. But the time is short before July 4, and the start must be made at once!

Get your Electrical Fourth committee at work at once!



Impress upon the public the idea that every house should display an electrically lighted flag on the evening of July Fourth. Behind a flag hung in the window, an electric student lamp can be placed to illuminate it. Or, hang or drape a flag about the porch light so that Old Glory will "gleam through the night."

"Lighting Furniture"

—Its Coming Market

Lighting Fixtures as Undeveloped "Style Merchandise"—How the Trend of Style Design Has Progressed—How the Greatest Market Has Been Discouraged by a Name—What Should Be Done

By EARL E. WHITEHORNE

I TALKED the other day with one of the most successful designers and manufacturers of lighting equipment in the country. His artists it was who produced the beautiful lamps, chandeliers and sconces in the two great new hotels that have just lately been

opened to the public in New York—the Hotel Pennsylvania and the Hotel Commodore. The accompanying pictures show with what skill they have worked to blend artistic charm with the necessary qualities of good illumination.

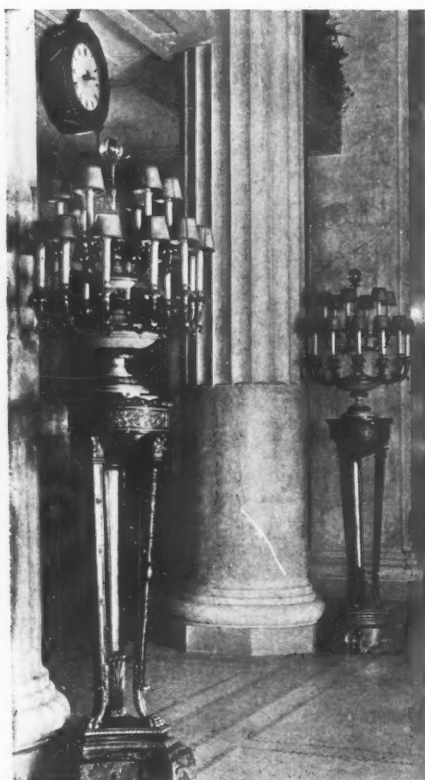
"The average man," said he, "buys

lighting fixtures but once in his lifetime. He builds his house, installs his electrical equipment and lives with it year after year. He does it in spite of the fact that fixtures are constantly changing in style and offering the same appeal to his love of the beautiful that is the cause



Styles in lighting fixtures, like styles in women's apparel, start in New York and, from the salons of the fashion leaders of Gotham, spread rapidly over the country. New York's two newest—and greatest—hotels, the Pennsylvania and the Commodore, present some of the very latest ideas in lighting fixtures—designs which will be in increasing de-

mand throughout the country as the vogue for soft, colorful light sources of Italian motif meets the appeal of the public taste. The photograph shows the rich Renaissance design of the ceiling fixtures and parchment-shade portables in the main dining room of the new Pennsylvania, the world's largest hotel.



A number of ancient Roman models were studied and in part incorporated into these exquisite candelabra which flank the great Doric columns of the lobby in the Hotel Pennsylvania

of his continually replacing other articles of furniture that have become old-fashioned."

We stood at the time in a fixture

salesroom that is one of the most beautiful in the country. We were surrounded on all sides by the most delightful creations of the modern fixture studio. We had before us photographs of these two elaborate hotel installations that show so well the element of style that marks the constant trend of fixture design. And yet this man, who knows the fixture market throughout the land as well as one man can, declared that there is no demand for all this beautiful home furniture-for-lighting, save for the house that's newly built. The rest of us, it seems, are quite content to live along with what we happened to install some years ago when electric service was first introduced into our homes. We shut our eyes to all the style appeal of modern lighting fixtures. We turn our backs on the opportunity to re-equip our homes with attractive lighting furniture that fits the times and is in harmony with our progressing taste. How can it be?

The reason is that no manufacturer, no jobber and no dealer, it appears, has visualized this re-equipment market and gone after it. No man can say that it is not as prac-



A ceiling fixture from one of the parlors of the Pennsylvania. Parchment shades, rich in color, reflect the influence of Jules Guerin, the eminent artist who was a consultant on the interior decorations of this hostelry.

tical to change the fixtures in a room as to put on new wall paper. Yet, everybody changes wall paper. The bulk of the wall paper business comes from orders for redecorating. And when we all begin to re-equip with fixtures, we will find that this new business will bulk large in the same way.

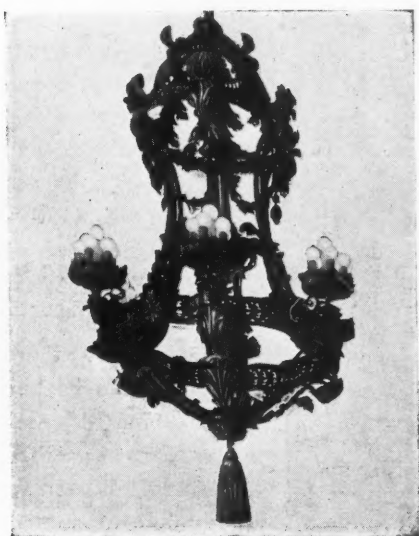
It is a great pity that back in the beginning lighting fixtures thoughtlessly were given that bad name. We call them fixtures, and the name has had an influence in directing the popular point of view, until the public *thinks* of them as fixtures, whereas in fact, they are not fixtures at all. They are articles of furniture.

THEY SHOULD NEVER HAVE BEEN CALLED "FIXTURES"

Give a dog a bad name, however, and he is a bad dog to the world. Call this particular household furniture, which is used for lighting, by the bad name of fixture, and immediately it is classified as a fixture—something that is fixed and permanent like the bathtub, or the back stairs or the fireplace. Fixtures we look upon as a part of the house—not to be changed. Furniture we feel at liberty to discard and replace from time to time as some improvement



"Head-of-the-bed reading lamps" are as essential to the modern hotel sleeping room as are the electric candlesticks for milady's dressing table. The silk shades used in the bedroom lamps in the Hotel Pennsylvania harmonize with the simple color schemes of carpets, furniture and window draperies.



This handsome bronze fixture in the lobby approach of the new Hotel Commodore carries the only visible light sources in the lobby area—all of the other lighting being accomplished by concealed, indirect units.

comes and lures us, or as our ideas of style change and desire expression.

A chair may cost more than a bathtub, yet we do not hesitate to put it in the attic, sell it or give it away and buy a chair of different style to take its place. It is furniture, and can naturally be changed. But the bathtub we will go on using long after it has ceased to satisfy, because it is a fixture. It is a part of the house. We improve the rug or the wall paper, at any time, as a matter of course. Then why should we fear to keep apace with the artistic development of lighting furniture?

STYLE EVOLUTION IN FIXTURE DESIGN AND ART

That there is style evolution in the design of fixtures is clear enough to any man who will sit back and think it over for a minute. First came the spindly chandeliers and wall brackets of small tubing and "gingerbread." Then came the square mission designs and brought relief with their simplicity. And then there followed, one by one, the endless sequence of "period stuff" and special finishes, next followed by the era of glass inclosing bowls and globes, until today we have arrived at the more satisfying stage where in the well-

planned home no less than in the hotel or the public building, lighting equipment is sensibly considered as a feature of interior furnishing that must be designed in harmony with the spirit of the room.

COLOR IS IN EVIDENCE IN MODERN DESIGN

In the Hotel Pennsylvania, for instance, the entire problem of interior decoration was given into the charge of the famous French artist, Jules Guerin, whose love of color is manifest in many of the portable lamps and candle fixtures. The fixture design has followed the motif of the famous frescoes of Giovanni da Udine in the Villa Madama and in the Vatican at Rome, and is pure Italian Renaissance. The main lobby follows the spirit of a Roman atrium, with classic Doric columns, and the furniture and lighting equipment of each apartment is a studied reproduction of the true antique, all in harmony with the purpose of the architect.

Such an installation, of course, is on a scale that permits a wide scope in artistic expression, impossible in the normal home. The trend of style, however, is seen quite clearly in the



The influence of the Italian Renaissance is again evident in the modeling of these floor standards carrying candle units in the new Hotel Commodore. Here silk shades are used effectively.

design of fixtures for small houses, and it spreads, like ripples on a pool, across the country.

Lighting fixtures are "style mer-



In this bedroom in the Hotel Commodore, note the attractive design of the glass-bowl ceiling unit. Here the dressing-table lighting problem has been solved by the use of a single shaded lamp. The bed lamp is pivoted so that it may be used for reading in bed, or may be swung over the telephone table.

chandise." New homes, as they are built, are equipped with the types that are enjoying popularity at the time, and steadily the standard has improved in every way. The question is, how can the style appeal of modern fixtures be brought to the attention of the owner of the old house, in the right way, so that he will re-equip with better lighting furniture? Here is a field of fixture sales that lies asleep, just waiting for the quickening touch. Here

lies a market for "style merchandise" that will, some day—and soon—bring business in great volumes.

To-day as we all know, the fixture business of the country is done direct from manufacturer to home builder or architect. The dealer in the small town or the urban neigh-

borhood is a small factor in the trade. But when the householder whose lighting furniture is out of date begins to realize that as "furniture" it can be readily replaced, there will arise a great new market that requires merchandising on the spot.

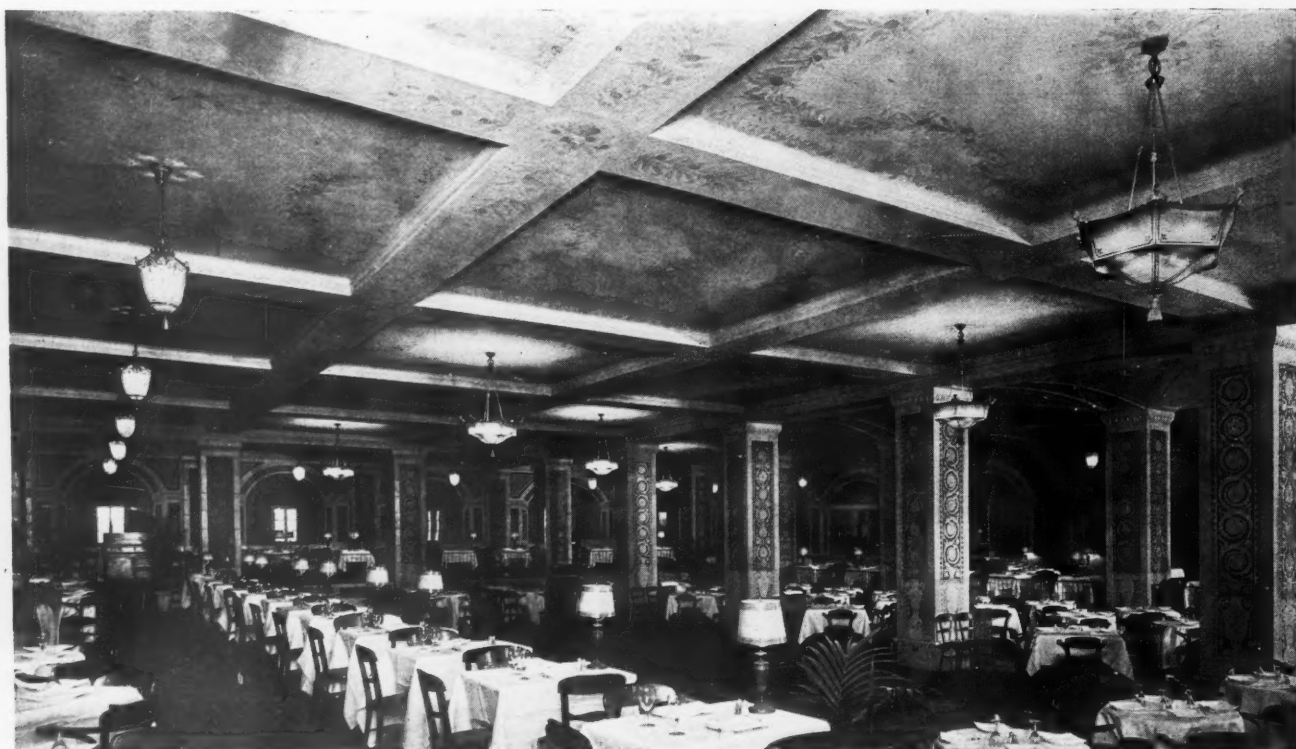
There is hardly a dealer in the country who would not recall at this

moment at least twenty householders whose lighting equipment was purchased a decade or two ago, and which they have not changed simply because they never thought of it. What they need is someone to suggest to them that they can be out of style in this, too, as well as in other furniture. What are you doing to spread this thought—each man to his own customers? There is only one thing that you can do. You can talk this



An attractive portable table lamp and floor lamp in a drawing room of one of the Pennsylvania's private suites. The fabrics of these shades harmonize with the taupe carpet and blue hangings of the room.

idea to the people in your community constantly and create this dormant but entirely natural appetite for the best in lighting units. Then you can satisfy it by introducing fixtures that follow the vogue into the stock of the electric store, as a feature of most appealing style merchandise.



Any hint that the grill room of the Pennsylvania is below the street level has been effectively concealed by the decorative and lighting effects, which simulate the grottoes and

orangeries of the garden of an Italian villa. Rose silk incloses the lamps in the ceiling fixtures, and parchment-shade portables serve for the table lighting.

Is There a Saturation Point In Washing Machines?

One Central Station Company Having Already Sold One Washer for Each Four Customers on Its System Finds Its Campaigning Grows in Effectiveness—Sales of Other Appliances Show Corresponding Increases

DELIVERIES on washing machines, generally speaking, are slow. Manufacturers can't make enough! Jobbers' stocks are in a chronic state of depletion! Central stations and dealers which attempt extraordinary sales campaigns find they must pay nearly as much attention to getting sufficient machines as they do to selling them! There is a recognized washing machine boom—a grand and glorious seller's market!

The big question is, How long will it last? Will the demand "peter out"? Any data that shed light on that question are naturally quite welcome. That is what makes this story of experience from the Utah Power & Light Company, Salt Lake City, mighty interesting to the industry and valuable as a nerve tonic for any faint hearts that may be wavering.

This central station has made a business of campaigning as a method of selling merchandise. A campaign with some particular feature appliance, or group of appliances, or some other central station phase of activity is set for every month in the year. There is one continuous campaign program, year in and year out.

This method has been employed practically since the organization of the company, and better results have been secured with each succeeding campaign put on. But the March campaign in 1919, featuring electric washing machines, excels the record of all previous campaigns; and "these campaigns with records too!" In the thirty days of March 977 electric washing machines were sold.

The month of March has been set aside as the month for a concentrated drive on electric washers for some years past. A larger number of electric washing machines have been



"The more appliances of utility we put into use, the larger will be the sale for such appliances," is one of the maxims of J. F. Derge, sales superintendent of the Utah Power & Light Company. Mr. Derge does not agree with the general impression that a certain point must be reached some time, when the maximum sales of appliances will be attained, but says that his company is still selling large quantities of irons despite the fact that it has sold more

irons than it has residence consumers.

sold each year. The number of sales made in the campaign and the total washer sales increased until it was thought that the point had been reached where the maximum demand had been obtained. There were 734 washers sold in 1918 during the campaign months and a total of 1708 washers sold for the year of 1918, which brought the number of electric washing machines used by the Utah Power & Light Company's customers up to approximately 11,150. There are 51,016 residence customers, making the record one washer for about every five customers.

But imagine the surprise when the bogie for the 1919 electric wash-

ing machine campaign, which was set for 744 washers in thirty days, was exceeded by the sale of 233 more machines, or a total of 977 electric washers for the month! This was more than half as many as had been sold during the entire year of 1918. Nor was the active sale of washers confined to the Utah Power & Light Company only. The dealers in the territory did a thriving business also. Reports come from several sources which indicate that all dealers have sold more machines than at any previous time. This would indicate that the business was stimulated for the dealers, through the publicity given by the drive made by the central station. Estimate would put the number of machines sold by the dealers at one-half again as many as by the Utah Power & Light Company. Such experience is not confined to this single sale, but it is the story of practically every intensive sales effort made by this company. These campaigns not only have a stimulating effect during the period of the campaign itself, but throughout the entire year, and for other classes of electrical merchandise. To support this fact the sales department of the company cites the experience of the electric washer sales by months for the year of 1918 beginning in January.

January.....	81
February.....	99
March.....	245
April.....	323
May.....	208
June.....	83
July.....	93
August.....	90
September.....	120
October.....	155
November.....	126
December.....	85
Total.....	1708

As for other classes of merchandise sold during an active campaign, it has been the experience that more

appliances are sold of all kinds than during a non-campaign month. Besides the fine showing made for electric washers during March, it may be of interest to note the other kind of appliances sold.

Ranges.....	35
Bake ovens.....	3
Toasters.....	42
Water heaters.....	19
Percolators.....	31
Irons.....	138
Vacuum cleaners.....	59
Other appliances.....	124
Total.....	451

The total receipt of merchandise sold during the month of March amounted to \$82,631.

From the figures one can appreciate what the steady drive in selling

trical appliances do for them. Electrical appliances remove that mysterious something about electricity and cause the company's consumers to conceive it as a tangible and a material thing, which makes it all the more easily understood.

FINDS NO SATURATION POINT FOR ELECTRICAL APPLIANCES

"It is the general impression that a certain point must be reached some time, when the maximum sales of certain appliances will be attained, but such is not our experience. We find that the more appliances of utility we put into use the larger will be the sale for such appliances. Despite the fact that the Utah Power & Light

turer, dealer and central station working together. The Automatic Electric Washer Company supported the campaign with excellent advertising layouts complete in every detail, and it delivered the goods when they were needed. The demand for washing machines throughout the campaign was taken care of to the last delivery. It would have been impossible for the central station to carry the stock of washers needed to fill all orders promptly, had it not been for the service furnished by the manufacturer. But the manufacturer was in turn assisted by the close study of the whole situation made by the distributors, the Inter-Mountain Electric Company. With-

Only \$5 and We Deliver This Automatic Electric Washer to Your Home

Special Offer For March
We have set aside March as a special ELECTRIC WASHER month and are making one of the most extraordinary offers we have ever advanced.

During The Month of March Only
You can secure an AUTOMATIC ELECTRIC WASHER—\$5 down and \$5 a month. The AUTOMATIC is the same as the ELECTRIC WASHER you have heard so much about, for it is giving perfect satisfaction in thousands of homes.

It washes everything beautifully clean, from heavy clothes to fine lingerie without the slightest labor. It is a model of convenience for the busy housewife. It is simple, sturdy and built to last. It is a perfect motor car for the housewife to rely on.

The AUTOMATIC is a solid in a few minutes. It is built to last. It is a perfect motor car for the housewife to rely on. It is a perfect motor car for the housewife to rely on.

Remember, This Special Offer Is Good Only During March
Don't fail to take advantage of this inexpensive way of getting yourself of washer duty. Come in and give your order for an AUTOMATIC TODAY.

Utah Power & Light Co.
Efficient Public Service.

Two Valuable Books Free
We have a limited supply of two extremely interesting books that every woman should have. They tell all about the latest in washing and ironing. They are a real treat to the housewife. They are a real treat to the housewife. They are a real treat to the housewife.

Utah Power & Light Co.
Efficient Public Service.

Branches:
Salt Lake Electric Shop
Albany
Cotton Electric Shop
Lansing

Branches:
Cedar Rapids
Dubuque
Hawarden
Keosauqua
Lebanon
Lima
Marion
Muskegon
Ottawa
Piquette
Rockford
Shelby
Tipton
Waukegan
Winnebago
Winthrop

MAY						
S	M	T	W	T	F	S
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Four More
Blue Mondays
in May
Better get that
Automatic Electric Washer
at Once

Here They Are Again!

Pa E. Lectrik, Ma E. Lectrik and the Little Triks—all ready to show you how to have the help and happiness of COMPLETE ELECTRIC SERVICE IN THE HOME.

And after this whenever and wherever you see the E. Lectricks you will know they stand for all that COMPLETE ELECTRIC SERVICE IN THE HOME stand for—comfort and cleanliness, less work and worry and a saving of food, fuel, time and money.

"You," says Ma E. Lectrik, "you've no idea how simple and really economical electric service is. It's better than any hired girl because it does so many things at once, and it's always ready. It cooks and sews and washes and irons and cleans—little Triks. And then," begins Ma, "there's always my electric vibrator to keep me period up and looking 'qu'!"

"Remarkable," adds Pa E. Lectrik. "Remarkable and very reasonable, too, say I."

"Just a snap," about the little Triks.

During the month of March you can buy an Automatic Washer for \$5 down and \$5 a month, and it costs only 1½ cents an hour to operate.

We will be pleased to demonstrate any of the new electrical appliances that so cheaply contribute to the happiness and comfort of the home.

Utah Power & Light Co.
Kearns Building
Wasatch 500

The success of this electric washer campaign—as of any campaign—depended upon (1) having a plan; (2) carrying out every detail of that plan, and (3) working hard. Newspaper advertising was

an important feature of the Utah campaign plan, and was used generously to drive home the slogan "Five Dollars Down and Five Dollars a Month."

merchandise means to the central station. The Utah Power & Light Company has kept incessantly at it since the beginning of its organization six years ago.

In that time the company has attained a great object. As J. F. Derge, sales superintendent, expressed it, "The company has brought about a condition through the sale of appliances that means much in the way of public appreciation of electric service, because of the many things of utility, which these elec-

Company has sold more irons than it has residence consumers, large quantities of irons at high prices are still sold, which further bears us out on this point. This holds true for all other appliances that we are selling.

"The success of the electric washer campaign, or any other campaign, that we have ever instituted is due entirely to having a plan, carrying out every detail of that plan and working hard. The washer campaign was a good example of the manufac-

out this concern's help the campaign would not have proved the success it was. The Utah Power & Light Company's share was in the record sale, as has already been told—it sold the machines. But without the help of each other throughout the campaign we could not have accomplished what we did.

"Five Dollars Down and Five Dollars a Month," was the advertised feature of the campaign. However, the washers were sold at regular prices, plus an added amount to cover

the carrying charge. This proved very attractive, but only because of the concentrated drive behind it. There was only a slight difference over the terms regularly offered. Advertising, co-operation, hard work, close follow-up and good service made it possible to campaign the washing machines at these terms.

GENERAL PLAN OF CAMPAIGN

"Credit for the success of the campaign is due everyone in the organization, from the meter man up to the general manager. The latter because of his approval of a liberal merchandising policy for the central station, and the former and all other company employees because of the fine co-operation in helping to execute the policy. It is true that the regular sales force exerted the aggressive sales effort in this campaign, but it was with the assistance of the organization that they were able to make the record.

"There was no spectacular feature connected with the campaign. The details of the work were the same as those of every other campaign. However, there was system and hard work. Close follow-up of the prospects through salesmen and advertising; close follow-up of salesmen and offices through division headquarters, and close follow-up of division activities through the general sales department was what counted.

"The Utah Power & Light Company serves some 180 communities, which are tributary to twenty-five offices where merchandise is carried. A certain number of these offices are tributary to a division office, and by this means the company gives service to 51,016 residence customers over a widely scattered territory located in the states of Utah, Idaho and Colorado. The regular sales force employed to carry on the direct solicitation in this territory numbers fourteen men.

TELLING EVERYONE ABOUT THE CAMPAIGN

"The general plan of the campaign is to acquaint everybody in the territory with what is going on in a selling way. This includes customers, employees in charge of all offices, salesmen, and in fact the entire company organization. The customers are informed through extensive advertising, which consists of newspaper advertising and direct by mail matter. Every customer receives a letter, the heading of which

is illustrated so he may visualize what may be expected in reading the contents. Along with the letter is the attractive flyer from which the customer cannot get away. This by means of pictures and catchy design tells of the feature of the campaign.

"The newspaper advertising appears at least once weekly in six

"The manufacturers' advertising helps are always used. Materials for window and office display are ordered for every office, and suggestions made as to how these are to be used.

"All preliminaries are arranged for by the general sales office. The complete story of the campaign as

March 1, 1919

A March event of immense interest to the Lady of the House

It would have to be a tremendously big washing that you couldn't do from start to finish within two or three hours on an AUTOMATIC ELECTRIC WASHER.

SAVES LABOR AT LOW COST

And even if it took you three hours, the cost of your current would be less than a nickel!

What is most delightful about it; the whole washing can be done with just the slightest effort on your part. No exhausting rub, rub, rub on a board, or tiresome turn, turn, turn on a hand machine. It's the electric motor that does the hard labor under easy direction by you.

PLEASANT WASH-PAY

Wash-day with the old-fashioned methods is most unpleasant, whether you do the work yourself, have a maid do it, or hire a washer-woman. And it is expensive because of the time it takes--time you yourself give or have to pay for, and because of the wear and tear on the clothes.

But with the AUTOMATIC ELECTRIC even a big washing is not disagreeable. You can carry on your other housework with only an occasional interruption to run the clothes through an electrically operated wringer, and hang them out to dry.

SAVES CLOTHES

The AUTOMATIC washes even the most delicate fabrics to a spotless cleanliness without tearing them. It handles heavy fabrics, such as blankets, with equal perfection, and without loss through rough usage.

FOR MARCH ONLY

In order to afford you an opportunity to enjoy the big labor-saving advantages of the AUTOMATIC ELECTRIC WASHER, we have set aside March as ELECTRIC WASHER MONTH. During March only you can secure an AUTOMATIC \$5 down and \$5 a month--one of the most extraordinary bargains we have ever offered.

Be sure to take advantage of this exceptional opportunity and join the thousands of other women whose work has been so wonderfully lightened by the AUTOMATIC.

Sincerely yours,
Utah Power & Light Co.

Every customer of the electric light company received a letter the heading of which was illustrated, like that above, in order to help the reader visualize what was to be expected on reading the contents. Along with the letter went an attractive flyer, which also employed pictures and catchy design to tell the story of the appliance offered for sale.

large city papers with a circulation that covers the entire territory. In addition some thirty-five country newspapers also carry the company's advertising. With such support far-reaching interest cannot help but be created. This policy is not employed for one campaign only, but is used throughout the year.

it should be followed is written in detail in advance and is sent to every office and to all employees directly interested in sales work. It is the idea that all should know about it, and the more that know the better are the results that can be obtained.

"Then come the progress reports, which go out weekly and sometimes

daily. Returns for the reports come by telegraph, telephone and mail into the general sales office, where they are promptly compiled showing the system's experience as a whole. However, the data are shown by division units so as to inform each of its standing in the progress of the work done. The third and the last progress reports, of which there are five, are quoted here to show how interest is maintained up to the final day of the campaign.

"From the results obtained the goal we strove for had no small effect in

stirring up the enthusiasm so necessary in success of the campaign. The slogan 'Beat the two months record of 744 machines sold in 1918, in one month in 1919' seemed to be fulfilled after the returns for the first week came in. The bogie of 744 machines set for the month was exceeded by 233 and reached 977."

With the 1918 record nearly trebled by this whirlwind achievement for March, 1919, "saturation," in washers or any other useful appliance is a bogie that holds no terrors for the Utah selling staff.

Third Progress Report Letter

To Division Managers, Sub-Offices and Salesmen.

Subject—Automatic Washer Campaign.

First Week194
Second Week172
Third Week191
Fourth Week?
Total Campaign—at least.....750

From the above figures you can easily calculate the number of machines you will have to sell in order to obtain the object of our campaign. The two months campaign of a year ago totaled 744 machines. From the results secured during the past three weeks it would seem that the mark of the two months can be obtained in one month this year without extra effort. The

question now is, how much over the 744 machines will we go by the end of the month.

Let's try to attain a Record Day, a Record Week and a Record Month, all to be secured by the results obtained in our efforts during the last week of the campaign. We feel confident that this can be done chiefly because of the intense interest of the public which still exists in our attractive campaign feature. It has always been the experience of the past that the real impetus of the campaign is acquired in the last week.

The result of the three weeks of the campaign are as follows: You will note that the number of machines sold is well up with those of the other two weeks.

	Idaho Falls	Logan	Ogden	Bingham	Park City	Salt Lake	Provo	West Colorado	Total
Automatic No. 2....	2		2			1			3
Automatic No. 4....	8	20	20			27	8	3	86
Automatic No. 6....		1	9			8		3	21
Automatic No. 10....	4	7	23	2		34	3		73
Other makes.....	1		3						4
Total third week...	13	28	60	2		70	12	6	191
Total second week...	13	28	42	2	7	48	24	8	172
Total first week....	18	19	47	5	5	71	23	6	194
Total three weeks...	44	75	149	9	12	189	59	20	557

Final Letter

To Division Managers, Sub-Offices and Salesmen.

Subject—Automatic Washer Campaign Facts.

977 Automatic Washers sold in March, 1919.
233 over bogie.

Two months, 1918, record beaten in one, 1919.

You deserve a lot of credit for the achievement.

One day's record of 168 machines sold was made on March 31, 1919!

Salt Lake has the division one day's record for seventy-nine washing machines sold.

The following shows the last day's record with March totals:

	Idaho Falls	Logan	Ogden	Bingham	Park City	Salt Lake	Provo	West Colorado	Total
Automatic No. 2....	2		2		2	73	4	3	9
Automatic No. 4....	9	11	20	2	2	14	3		124
Automatic No. 6....		1			2	2			5
Automatic No. 10....	1	7	4	1		2	3		18
Other makes.....	1					2			3
Miscellaneous.....								1	1
Total March 31....	10	20	24	3	4	79	21	7	168
Total fourth week...	23	30	55	4	9	95	35	9	237
Total third week...	13	28	60	2		70	12	6	191
Total second week...	13	28	42	2	7	48	24	8	172
Total first week....	18	19	47	5	5	71	23	6	194
Total.....	69	125	228	16	24	364	115	36	977

Contractor-Dealers' Association Puts on Cleaner Campaign in Brooklyn

Teamwork and good advertising are two fine things to tie up with, and the members of the Brooklyn (N. Y.) Electrical Contractors and Dealers' Association have used both of these aids effectively in the sale of vacuum cleaners which the association is now conducting.

The association urges the public to "Buy Electrical Goods from Electrical Men" and as a real argument for so doing, makes a real group guarantee.

Any member of the association will render upkeep service on a

Brooklyn Electrical Contractors & Dealers' Association

GUARANTEE
VACUUM
CLEANER
SALE



Any member of the Association will keep this Vacuum Cleaner in perfect order for one year FREE OF CHARGE, irrespective of from which other MEMBER you buy.

BUY ONLY FROM A MEMBER OF THE ASSOCIATION
Price \$45.00 EASY PAYMENTS IF DESIRED

Buy From **ELECTRICAL** Devices Men

Eighty representative Electrical Contractors of Brooklyn are at your service. This is the FIRST and BROADEST guarantee in the History of Electrical Devices. See our Window Displays. For information or address of Dealer nearest your home, call, write telephone.

Brooklyn Electrical Contractors & Dealers' Association
(Vacuum Cleaner Dept.) 22 Myrtle Avenue, B'klyn. Phone 2424

A co-operative newspaper advertisement from the unique vacuum cleaner campaign conducted by the Brooklyn Contractor-Dealers' Association.

machine bought from him, or from any other member. Maintenance costs, which are very moderate, are borne by the members.

The campaign sold vacuum cleaners in goodly number, and in speaking of the success of the sale one of the members of the association expressed the belief that the results obtained were due in no small measure to the spirit of mutual confidence among the dealers which was reflected by the association's advertisements.

To Help Sell Washing Machines

Voss Brothers Manufacturing Company, Davenport, Iowa, has issued a bound booklet with a cover in which it presents about twenty advertisements which washing machine merchants can use to advertise to their local trade.

Lighting and the Household Budget

Arguments for the Central Station Lighting Salesman Who Wants to Boost the Sale of Current for Residential Lighting in His District

BY M. LUCKIESH

IN MOST households lighting bills are viewed with the same mental attitude as that with which fuel, meat and grocery bills are scrutinized, and the housewife more or less consciously aims to reduce them to a minimum. However, this is neither a just view of lighting nor the best economy. An effective lighting system is a great influence in a home and ranks high in returns per unit of cost.

Economy results from judicious spending as well as from insistent saving, and in the household will be found a large field for cultivating a broader view of lighting. The salesman or merchant who will alter the attitude of the householder toward lighting in the proper direction will bestow a benefit upon the household and will doubtless receive his reward as well.

Let us see in imagination the interior of an average home and, in our mind, eliminate everything which is not purely utilitarian. The cost of furnishings has now dwindled to a very small portion of the value which we originally visualized. We could eat with comfort from a table without mahogany legs or which has no nicely finished surfaces. We could live without wall coverings, with very cheap utilitarian curtains, and so on.

ECONOMY THAT IS BASED ON FALSE PRINCIPLES

The average family, however, does not carry economy so far as this, for the reason that it would not be economy in this extreme. Most of us realize that esthetic touches are worth while and that as we are passing along we beautify our world with a considerable portion of our income.

We spend money for this. In fact, the greatest part of the cost of furnishings in the average home is chargeable to the artistic rather than to the utilitarian. But why does the householder view lighting bills from a purely utilitarian standpoint when the effects of lighting are so

important in making the household a pleasant and even beautiful world to live in?

Observation and experiment thoroughly convince us that lighting effects are even more important than furnishings in making a home com-

are not considered with the same attitude as the burning lamp even though the latter is just as effective as an ornament.

THE COST OF OWNING A \$25 PICTURE

However, a \$25 picture is absorbing a dollar or two interest each year without considering depreciation. A \$5 or \$10 decorative portable can radiate much cheerful light and beauty for a dollar or two per year. Computations along this line are interesting and convincing, and when they are extended to a comparison of the artistic effects of lighting with the



Why does the householder view lighting bills in purely a utilitarian frame of mind when the effects of lighting are so important in making the household a pleasant and beautiful world to live in? Outlay for outlay, lighting effects are even more important than furnishings in making a home comfortable and pleasant.

fortable and pleasant when expense is considered. It is easy to prove this to the householder by demonstration and logical discussion, and some fixture dealers are awakening to this fact.

Innumerable examples are available for demonstrating the present attitude of the householder and for altering this attitude in the proper direction. For example, let us take a small decorative portable lamp in a living room. As the lamp burns the householder thinks of the increasing lighting bill and to him the operation of this lamp is extravagance. Above the lamp hangs a picture on the wall or near it stands an ornament.

Either may cost as much as \$25 but this initial cost has been forgotten and these quiescent ornaments

cost of wall coverings and of other interior furnishings the result is appalling.

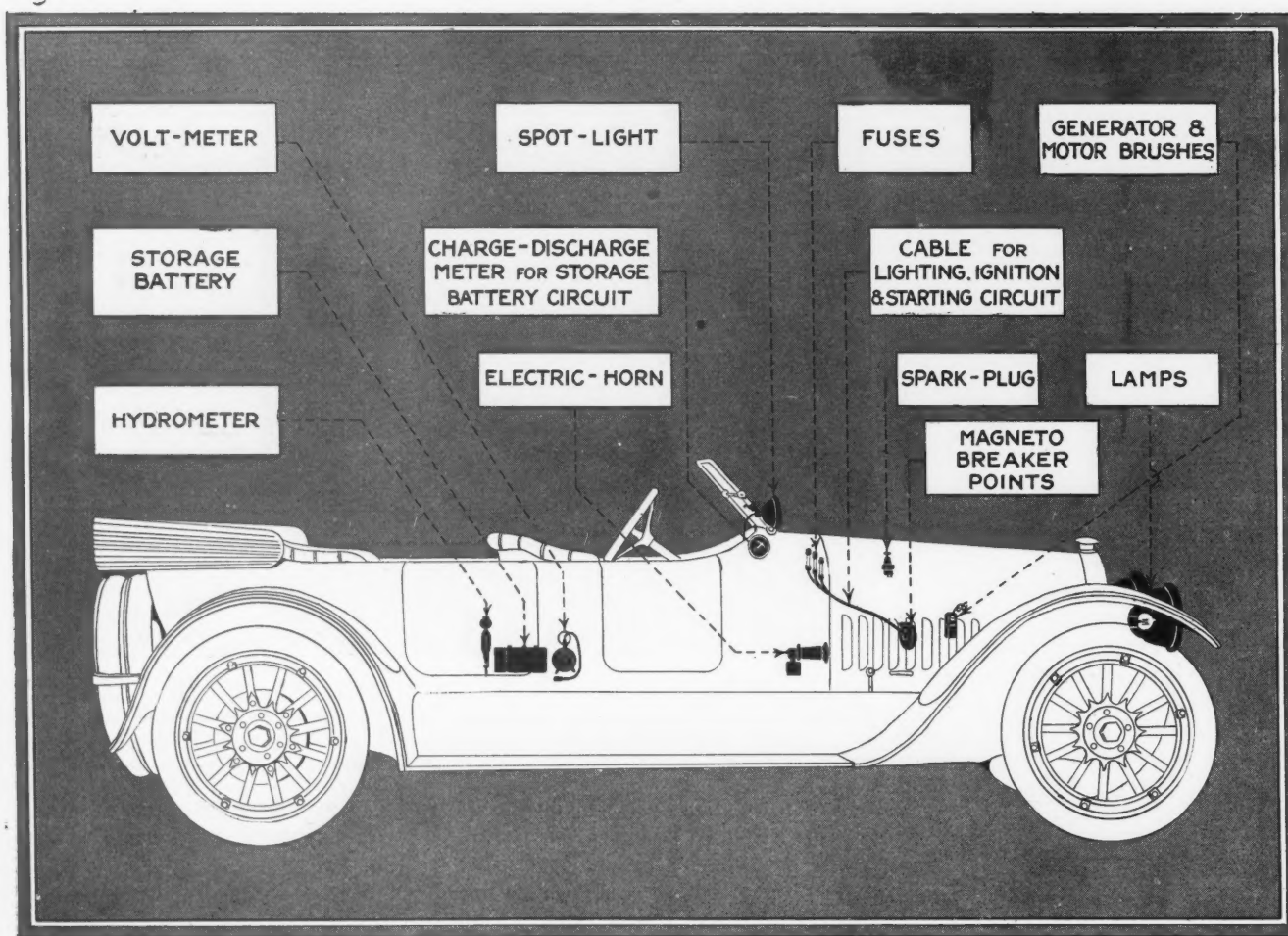
Utilitarian lighting can and should be considered a by-product of artistic lighting in most of the rooms of a home, and the attitude of the householder regarding lighting must be switched from the utilitarian to the artistic if he is to be expected to provide a proper and adequate place for lighting in his budget. Furthermore, the householder is open to conviction as is evidenced by his attitude toward the decorator, furnisher, and others.

The lighting salesman and the electrical dealer with whom he comes in contact should find it profitable to enter upon educational campaigns from which the householder will also profit.

Why the Electrical Dealer Should Sell Electrical Automobile Accessories

No Other Merchant Can Serve the Public So Well as the Electrical Man—
Opportunities for Taking On This Profitable Line

By C. L. FUNNELL



Every modern motor car has at least twenty points of interest for the electrical dealer and contractor. Follow the dotted lines and see a few of them.

THE gasoline motor car means much more to the electrical dealer and contractor than a business convenience. It means business itself. Every automobile now in use depends for its successful operation upon electrical devices. And where an electrical installation of any sort is used the electrical dealer is interested in the business of its maintenance, and in the business of increasing the owner's convenience and satisfaction by adding

to that equipment any devices which will make the outfit as a whole more modern, more effective and more economical.

Let's look at a medium-priced motor car of this year's model. It has an electrical starting system, of course. And that means that it has an electric motor which serves to "turn over" the gasoline engine, a storage battery from which the starting motor draws its energy and a generator which recharges the bat-

tery when the gas engine is running.

There's a motor, a generator and a storage battery—a small power plant in itself. While designers have made these accessories as foolproof as possible, a certain amount of expert care is essential to their continuous successful operation. Our power plants, you know, have scores of skilled floor men constantly watching the turbo-generators, converters, frequency chargers and other equip-



Is the sale of motor car equipment related to the electric shop? This store believes it is, and even tires are carried in its stock.

ment. So it is only logical to expect that the automobile electric plant should be given the advantage of an expert's inspection occasionally. It is equally logical to expect that the man to do this work is the electrical man—the man whose future success is dependent upon his knowledge of just such equipment and upon his ability to make it give the best possible service of which it is capable.

Let's take the particular case of Jim Stewart in the town of Home-dale. How did he go after his share of the automobile electric business? His first move was to put in a complete line of those things electrical which a motorist needs most—a stock of lamps for electric head, side, tail and dash lights so complete that the needs of any popular make of car could be satisfied. The manufacturer furnished a card showing the voltage and candle power requirements of each of the makes. When Jim posted that card in a conspicuous place every car owner who entered stopped to look at it and see what it said about his model. And not a few were reminded that their cars needed a lamp or two.

FUSES WILL BLOW IN THE BEST REGULATED CIRCUITS

Jim followed the same scheme with fuses. The best of outfits will blow a fuse now and then—for opening the circuit when it ought to be

opened as a protection to the apparatus through which it passes is one of the two jobs of a fuse. The other is to provide a free path to the "juice" when all is well. So the stock of fuses to supply all models also proved a source of profit from the moment Stewart put it in.

Next he let it be known that his shop was the place to come for a

prompt diagnosis of any electrical troubles on the motor car. In his newspaper advertising he called attention to the advantage of a regular inspection by an electrical man of the electrical equipment of the motor car. Irregularities in the ignition, electric lighting and starting systems could often be traced to poorly insulated and badly worn wiring.

Right there is a real point. One ordinarily insignificant little ignition wire jiggling against a metal part may soon wear through its covering and produce an exasperating skip in the motor. It is often surprising to an owner to see how a thorough rewiring of his entire ignition system will "pep" up his car. And of course the electrical shop is the logical place to have that rewiring done.

FREE DISTILLED WATER FOR BATTERIES INVITES AUTO TRADE

Storage batteries need attention frequently. In order to encourage the "look-them-over-regularly" habit, Stewart advertised free distilled water, and urged his customers to drop in and fill up their cells every week. He just naturally sold some hydrometers and volt-ammeters as a direct result of that policy.

The motors and generators wear out brushes, too. Jim put in a stock of those and made a practice of cleaning up commutators a bit when he put the brushes in.



The gasoline motor car constitutes a lively market for storage batteries and battery equipment.

On some of the cars that carried electric systems dating back a few years, Jim noticed that there were no meters on the dash to indicate whether the generator was pumping "juice" into the battery or whether the motor was taking it out. He also discovered that a charge-discharge ammeter was an easy thing to obtain and easy to install. After he explained it to one or two of his customers he also found it easy to sell.

SHORTAGE OF NEW CARS IS ALSO AN ADVANTAGE

There is another phase of the automobile situation that has a definite meaning for the electrical man. That is the shortage of new cars. It is a post-war condition of course, but it will be a long time before production will come anywhere near equaling demand. In fact, one large manufacturer is making a point of teaching its salesmen to turn down orders politely!

This condition puts the used car in the limelight. More people want motor cars this year than ever before. And more than ever before the used car will be sold to well-to-do drivers.

There are three things to do to a veteran car to make it an attractive buy of to-day. First, the car must be put in good mechanical condition. Second, the body work and upholstery must be rejuvenated, or even replaced. Third, electric light and electric starting must be installed if they are not already a part of the

Automobile Accessories That Ought to Be Sold By the Electrical Dealers

Fuses for all makes of cars.
Incandescent lamps for all makes.
Complete headlights.
Complete sidelights.
Complete spotlights.
Parabolic reflectors for headlights.
Non-glare lenses for lamps.
Generators.
Storage batteries (free distilled water service).
Volt-ammeters.
Hydrometers.
Ignition cable.
Conduit for ignition cable.
Electric motor and generator brushes.
Magnets.
Distributors.
Commutators.
Breaker points.
Spark plugs.
Spark coils and master vibrators for Fords.
Dash ammeters showing whether generator is charging or discharging.
Electric warning signals.
Ignition lock switches.
Electric pump for garages.
Electric vulcanizers for applying tire patches.

Here's a menu of food for thought—twenty-five items on the electrical dealer's automotive bill of fare.

equipment; and if such a system is already in place, it should be modernized as much as possible.

This means that the electrical man can work with his neighbor garages in the rejuvenation of used cars. Besides renewing the setting of lighting and starting units, and

the conversion of gas headlights to electrics, there are magneto parts to sell, spark plugs, switches and—well, look over the list on this page. It's a real opportunity.

More and more the motor car has come to have a definite meaning to the electrical man. Only the other day a motorist stopped at an up-state garage to find out why his left headlight was extra bright and the one on the right side utterly refused to shed a beam. A mechanic fussed around for a while and then looked sadly out of the doorway.

"It's got so now," he mourned, "that a guy's got to be a regular electrical engineer to do anything on a car."

MECHANIC'S COMMENT SENDS BUSINESS TO ELECTRIC SHOP

That statement had a suggestion in it for the owner. He drove around the corner to the nearest electric shop and in five minutes a grounded wire had been found and insulated.

Surely that means something. It means that the electrical specialist is the logical man to sell and render service on electrical goods. The automobile factories are running day and night to turn out cars—and every car turned out and every rebuilt job that's sold is going to create in the home of its new owner a demand for automobile electric goods. Someone is going to supply that demand. It's up to the Jim Stewarts of the country to see to it that Mr. Motorist buys his electrical goods from electrical dealers!

Co-operating with the Returning Soldier

BY I. R. MERRITT

The returning soldier does not seek charity. What he wants, particularly, is a helpful and understanding spirit of co-operation. He has made his full quota of sacrifices, and he now feels that those with whom he comes in contact in business life should at least meet him fifty-fifty while he is endeavoring to get on his feet again.

For this good reason, the electrical dealer who is soliciting the soldier business should prove that his interest in the soldier is not wholly mercenary.

Even though the soldier may not aspire to a clerkship in a store, you may rest assured he is going to pat-

ronize the store that announces its willingness to hire discharged soldiers. The L. S. Plant Company, Newark, N. J., employed a window card to announce that:

We will be honored to take back into the store family everyone of those brave lads who left us to enter the service.

The man who left his job to fight is a different mortal altogether. He has new interests and the gap between him and his friends in civilian life has widened. It takes a soldier to understand a soldier, and his new, broadened outlook on life, consequently the soldier prefers to deal with one of his own kind. A com-

pany in Kentucky capitalized the return of one of their salesmen in the following announcement in its local newspaper advertising:

Sergeant Green, who has just returned from the army, has the electrical department under his direct management and wishes to extend a cordial invitation to all soldiers, who will receive his personal attention. Ask for the Sergeant, Fellows.

In lieu of a special window trim for the soldier, Denzen & Nathan, New York, merely strung a row of white letters across their expansive window. The letters read: "Welcome Home." Affixed to each letter were a number of small American flag stickers.

Contractor-Dealers' Convention at Milwaukee

Program of Sessions of the National
Association of Electrical Contractors
and Dealers, Week of July 14 to 19

DURING the week of July 14 to 19, the Hotel Pfister and the Auditorium, Milwaukee, Wis., will be the scene of important sessions of the National Association of Electrical Contractors and Dealers—including the annual convention of the membership and the summer meeting of the national executive committee of the association. The executive committee meeting is called for Monday and Tuesday, July 14 and 15, before the convention proper, with a final wind-up meeting on Saturday, July 19, following the convention. All executive committee sessions are open to members and the public.

The convention proper is scheduled for the three days of Wednesday, Thursday and Friday, July 16 to 18 inclusive, and the program as announced by W. H. Morton, general manager of the association, is as follows:

Wednesday, July 16

10 A.M.

Opening address—Paul C. Burrill, chairman Wisconsin State Association.

Address of welcome—Emanuel L. Philipp, Governor of Wisconsin.

Response—National Chairman W. Creighton Peet, New York.

Address—"Co-operation."

2 P.M.

Discussion on standard cost accounting system, illustrated with lantern slides.
Discussion on estimating forms and methods.

9 P.M.

Reception and dance at Hotel Pfister.

Thursday, July 17

8.30 A.M.

Outing at Waukeshaw Beach.

10.30 A.M.

Convention session in pavilion.

Address on general business conditions and outlook—J. H. Moss, past-president, Milwaukee Association of Commerce.

Address—William L. Goodwin.

Luncheon in the pavilion.

Afternoon to be devoted to sports.

Friday, July 18

10 A.M.

Section meetings.

Repair and Sale of Used Apparatus, A. L. Swanson, chairman: Addresses on "Methods of Determining Value of Burned-Out Apparatus," "What Constitutes Efficiency in the Repair Business," and "Methods of Dealing with the Public," followed by discussion.

Merchandising and Fixture Dealing, J. A. Fowler, chairman: Addresses on "Arrangement and Conduct of a Retail Store" by Philip Polachek of Charles Folachek & Company of Milwaukee; "Relation of the Dealer to the Public in Merchandising" by J. R. Tomlinson of the Pierce-Tomlinson Company, Portland, Ore.; "The Fixture Business as Part of Retailing" by A. L. Oppenheimer of the Enterprise Electric Company, Cleveland, Ohio.

2 P.M.

Meeting of state and local secretaries, J. P. Ryan, chairman.

Address on labor, and discussion of matters referred to the convention by the executive committee.

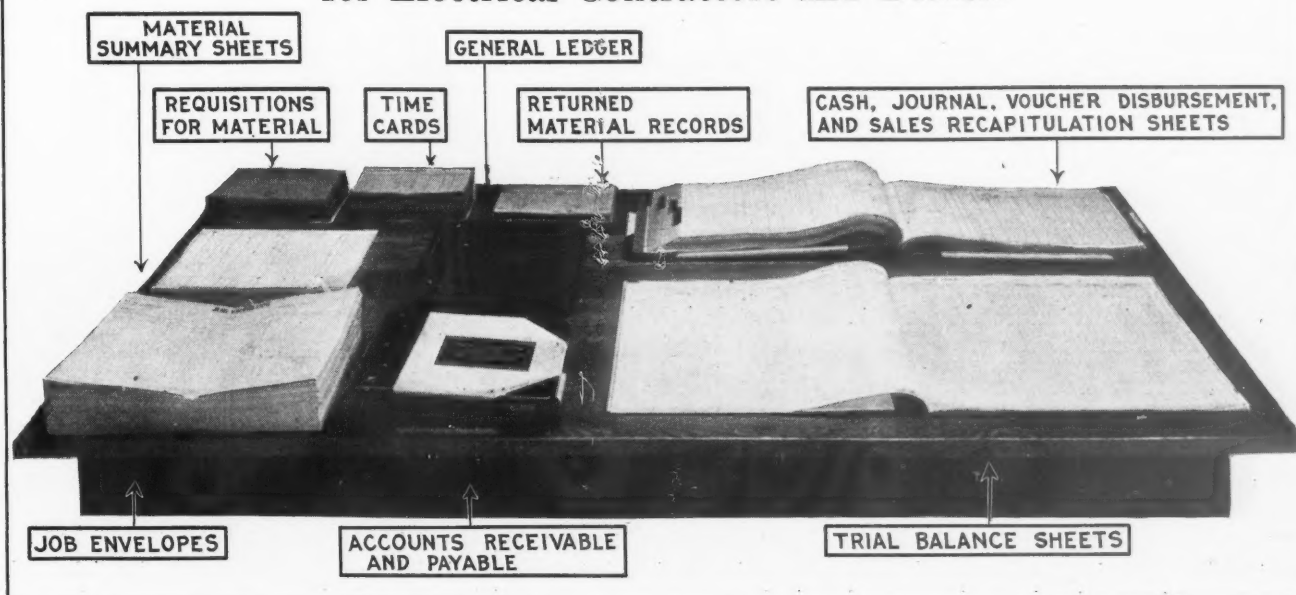
6.30 P.M.

Annual dinner (informal) at Hotel Pfister; no speaking; singing led by James R. Strong.

ADDITIONAL ENTERTAINMENT FEATURES

Additional entertainment features, including the entertainment to be provided for the ladies, will be announced later, together with a few additional speakers.

The New Standard Accounting System for Electrical Contractors and Dealers



Lectures by experts on the new accounting system of the National Association of Electrical Contractors and Dealers—first published in ELECTRICAL MERCHANDISING for October, 1918—will be

one of the features of the Milwaukee convention. The illustration shows the complete set of forms and books used in the new system which has the official sanction of three national societies.

"Home Appliances—Nothing Else"

What Makes for Success in the Electric Appliance Specialty Shop—Making the Most of the Personal Factor—A Store Like a Home—School for Housewives and for Servants

By JAY J. KEITH

THE IDEA is not a new one. New York, Chicago and a few of our larger cities have supported specialty home electric appliance shops for years. Some of them came into the field too early, before the public was educated to electric labor-saving devices, and fell by the wayside; others have received only mediocre popular support in previous years, for various reasons; many, however, have met with notable success. Within the past few months, there is hardly a city of 50,000 population that has not witnessed the opening of one or more stores of this kind, and most of them seem to be "going big." The idea is rapidly spreading to the smaller cities, to the extent that it is safe to expect a shop of this character in almost every city of 10,000 in the United States, within another year or so.

From a consumer standpoint, the electric home appliance business is still in the "educational" stage, in most localities. Some appliances, notably electric irons and electric vacuum cleaners, have practically reached the "steady demand" basis. The demand for the more expensive equipment such as electric washers, mangles, ranges and dishwashers, has really only started, despite the seemingly enormous output of the very many manufacturers. This statement may be criticised by many merchants in localities where extensive campaigns have been conducted in the past. If, however, one of these merchants will compare the estimated number of these devices in use in his locality, with the number of domestic current users, I dare say he will realize that the field is virtually untouched.

The war may be set down as the greatest contributing factor to the present widespread demand for those devices that lighten the more arduous household tasks. I refer

particularly to washers, ironers and cleaners. The shortage of domestic help caused by the high wages of the war industries and the restriction of immigration, brought thousands of housewives to the realization that washing, ironing and cleaning spell w - o - r - k. And does anyone predict that this domestic labor shortage will be alleviated very soon?

The fact remains, however, that the average housewife must still be "shown" that the expenditure of \$100 or \$150 for an electric labor-saving device is really a good investment.

WHERE THE PERSONAL FACTOR COMES IN

The success of the electric appliance specialty shop is based on a radical departure from orthodox merchandising methods. The personal factor enters largely into the general scheme—forges the connecting link between consumer and merchant. A corps of house-to-house solicitors is employed. Demonstrations are made in the buyer's own home. Sales are made on the easy-payment plan, generally covering a period of ten or twelve months. Up-keep service is rendered when required, to keep the customer satisfied.

The pace has been set in most cities by the central station stores, which were the pioneers in this scheme of intensive merchandising in the electrical field. Their motive of course was to increase the current load. The central station, as a rule, does not relish merchandising, and in most localities is found ready, willing and eager to co-operate with the dealer who "goes after" the appliance business in the proper manner. Price cutting by the central station will soon be almost unheard of. And on a clean, competitive basis, the specialty dealer not only finds his market waiting for him,

but really has the "edge" over the public service corporation.

The accompanying illustrations show a notable example of the high grade home appliance shop, recently opened by the Devon Electric Company. It is located in the very heart of Pittsburgh's "Golden Triangle," on Liberty Street, the city's busiest artery of traffic. Thousands of shoppers and other pedestrians pass every hour. The public interest in electrical home appliances may best be illustrated by the fact that during the first few weeks the traffic officers found it necessary continually to urge the sidewalk crowds to "keep moving." And it may be stated right here, that from the day of the opening, a very gratifying percentage have found their way into the store to look, be convinced, and purchase.

ENTIRE STORE IS A SHOW WINDOW

No expense was spared in remodeling and equipment to make the Devon store most attractive and inviting. It would compel exceptional attention on Fifth Avenue or Michigan Boulevard. The main floor display room, 90 ft. deep, is completely visible from the sidewalk. The entire floor is a show window. The greater portion of the floor space is devoted to electric washing machines, a reasonable amount of space being allotted also to ironers and vacuum cleaners. The smaller appliances, such as irons, grills, toasters and cooking utensils, are most attractively displayed in built-in, illuminated wall cases. Rich, home-like rugs cover the mosaic floor, and many comfortable settees and chairs are provided for the feminine patron. The customer instinctively feels "at home," the psychology of which tends to make her feel "like buying" rather than "being sold."

The second floor, in addition to

offices and rest rooms, contains a very unique feature, though not entirely original, namely, a model home laundry. The walls and floor of a room 14 ft. square are finished to resemble a basement laundry. Stationary tubs and a laundry stove have been installed. During several hours of the day, a woman attendant may be found busily engaged in laundering the dirty linen of several of the neighboring business houses, by means of an electric washer and electric ironer.

The third floor is entirely given over to the service department, repair parts stock, and reserve stocks. The service equipment includes two or three light-weight delivery trucks, more to be added as needed.

The Devon people are arranging to inaugurate a school for electric domestic science, with classes one night a week for housewives, and another night for servants. A different electrical appliance will be explained and demon-

strated each week for eight weeks, and at the end of each period the course will be repeated.

The impression must not be gained that the Devon Electric Company depends entirely upon its store and location for its trade. A force of twelve or fifteen "crack" solicitors has been thoroughly trained and is carrying the message into thousands of Pittsburgh homes. Every "lead" is followed up with intensive salesmanship. The way is paved for the solicitors by an extensive general publicity campaign on the billboards

and painted bulletins, and an educational campaign in the newspapers. Films are projected in "movie" theaters throughout the city and suburbs. Every suitable means of publicity is employed.

On a greater or smaller scale, according to the extent of the local field, there is an opening for one or more "Devon" stores in almost every trade center in the United States. The field is still unplowed in almost every locality. The electric appliance industry, in its present stage, is possibly comparable to the automobile business in the years 1907 or 1908. The harvest years are "ahead." And the electrical dealer who continues to regard washing machines, ironers, cleaners, etc., as "side lines" is going to wake up some morning to find that the home appliance specialty dealer has left him in the "also ran" class. A "Devon" specialty store may not succeed in every case, perhaps, but the odds are certainly in its favor.



In the window shown in the top view a shallow display ledge and draperies are the characteristic features. The note of good taste and beauty which pervades the store is carried into the window effectively, as it should be. The bottom view shows the interior of the Devon Electric Company's store, Pittsburgh. This store

is devoted exclusively to the sale of electric appliances for the home. No fixtures or supplies are sold. This is just one of the attractive electric specialty stores that are springing up in ever increasing number throughout the country, the popularity of which is explained by the recognition given the personal factor.

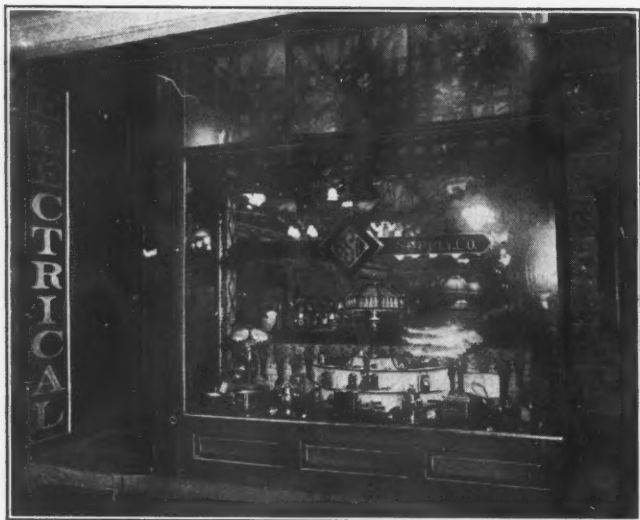


A Well-Arranged Electric Shop in a Town of 12,000

"We do not claim to rank with the foremost electrical stores in the country, especially those who have a larger field and greater advantages over us, but we do claim a place with the best of them, taking everything into consideration," says George Blakemore, superintendent of the Electric Supply Company, Staunton, Va.

"Our place of business is located in a thriving city of approximately 12,000 people and our present location and arrangement of store has meant a greatly increased business to us. Our method of displaying fixtures is, we believe, something out of the ordinary. Instead of placing fixtures against the ceiling, we use a conduit rack, suspended about 6 in. from the ceiling and running the entire length of the store. On this rack a fixture is hung about every 18 in. and every other fixture can be lighted for demonstration purposes. This novel arrangement has its advantages in several ways, the principal one of which is the convenience of taking down and putting up the lighting fixtures, which requires but very little trouble and causes no damage to the ceiling.

"The arrangement of the store in general compares favorably with the most modern lay-outs. A few cases are used for smaller appliances, and tables are used for the lamps and larger appliances. Our place is wired so that it is possible for us to light up for display dozens of portables at a time, and by this method of display we have a ready sale at all times on portables. One side of our store is shelved, the other contains nothing more than several small racks which are used for lamp and fan display."



Helping Dealers Sell Electric Ranges

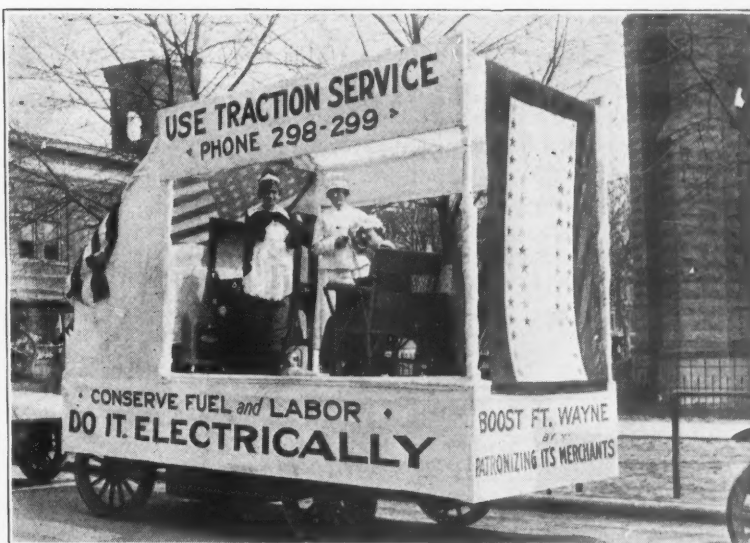
Central Station at Fort Wayne Gives Dealer 25 Per Cent for Bringing a Range Customer Into the Company's Display Room

By L. C. SPAKE

WHEN the Fort Wayne & Northern Indiana Traction Company decided to sell electric ranges to its electric service customers it immediately effected an understanding with the local electrical dealers as to how the sales should be handled.

By the terms of this understanding any contractor who has a prospective customer for an electric range can bring him into the central station display room where the central station sales force will assist in selling the prospect, turning a large percentage of the merchandising profit over to the dealer. The central station retains 10 per cent of the profit for carrying the stock, paying the freight, and for other expenses which it must meet, and gives the contractor the balance of the merchandising profit, which is generally in the neighborhood of 25 per cent. This relieves the dealer of the responsibility of carrying any range stock, assures the dealer that all of his prospective customers will be properly solicited for electric ranges, and permits him to make a fair merchandising profit in addition to whatever wiring profit he may make on the installation. The ranges which the lighting company carries in stock are Hughes, General Electric and Westinghouse.

When this idea was first evolved, the central station commercial men, under the direction of Charles B. Hart, put the proposition up to the contractor dealers individually to procure their verbal comment on the



Float used by Fort Wayne Company in local merchants' parade. The appeal to the public to patronize Fort Wayne merchants helped the company's standing with local business men.

matter. Then the majority of the contractors met with the central station executives and talked the matter over again. All of the eighteen

dealers in the city assented to the plan, which from their standpoint was thought to be entirely fair. After this the central station company wrote each dealer a letter that, for the fair spirit in which it was written, was thought quite commendable. The letter follows:

DEAR SIR:

We are rapidly approaching the season of the year when work in the kitchen, because of excessive heat, becomes very unpleasant, and we think it is wise for us to take advantage of this opportunity by demonstrating the excellent features of the electric range. We feel free to guarantee the electric range will not increase the temperature in the kitchen, and together with its many automatic features it will not only make the work more pleasant but will also greatly lessen it.

We feel sure that with your support this demonstration will not only be a success from an educational point, but that we will sell a number of ranges, and all participate in the profit from these sales. We will also be taking a long step toward developing the use of electric ranges in the home to the same high standard that we have all assisted in developing the use of other electric appliances in the home.

The manufacturer agrees to supply us with invitations which we are to send out from this office. I would like to have you at this time make up a list of names and addresses of those whom you think would be interested in the use of an electric range. The writer will carefully check this list to see that in the case of any two contractors reporting the same person that they be notified of this so that the credit for the sale of the range will be either divided or allowed the deserving party. If you are not already acquainted with the profit you should derive from the sale of an electric range to one of your prospects, I wish that you would kindly notify me so that I will have the opportunity of explaining in detail what

The Electrical Dealers

of
Fort Wayne, Indiana
request the pleasure of your presence at
Lectures and Demonstrations

of
Food Conversations on Electric Ranges

by
M. Milton Henoch, of Pittsburgh, Pa.

to be held at the office of

The Electric Light Company

Utility Building 122 E. Wayne Street

Monday, April 21; Wednesday, April 23; Friday, April 25

at 2 p. m.

Tuesday, April 22, and Thursday, April 24

at 7:30 p. m.

Gentlemen are Welcome

At the conclusion of the Lectures a
Buffer Luncheon will be served.

When the central station at Fort Wayne sent out literature advertising its electric range demonstrations, it did so under the name of the electrical dealers. The company's name was not mentioned. Moreover, the dealers got most of the merchandising profit on all ranges sold. A sample of the literature, an invitation, is reproduced herewith.

we feel is the fairest proposition ever put up to the electric contractors of this city during any sale demonstration. The range we propose to demonstrate at this time is the Westinghouse automatic electric range.

Sincerely trusting that you will get to work at once, and that I may have a large list of prospects from you not later than, I am,

Very truly yours,

CHARLES B. HART,

Superintendent Light & Power Department.

Eight of the contractors answered this appeal for co-operation and provided names enough to make a total list of about 450 good prospects. When these names had been assembled each was sent a neatly engraved invitation to visit a range demonstration which the company intended to hold at its display rooms. The same invitation was also run in the newspapers in a three-column by 7-in. advertisement for three days in advance of and three days during the demonstration. In addition to this the company also ran a large display advertisement on the last day of the display and demonstra-

tion, and by clever cultivation of the society editors of the various papers was able to secure three "reading notices" on its work. Special invitations were issued to architects and to teachers in vocational schools. Sixty seats were provided in the display and demonstration rooms, and these were filled for the majority of the time during which the displays were in progress. A list of satisfied electric range customers in Fort Wayne was posted in a conspicuous place in the display room.

During the demonstration the sales force was able to sell four ranges outright. This was really more than was expected, because the actual sales that are usually made during a demonstration do not run into large figures. The probable final outcome of the three days' work, according to Mr. Hart, will be the sale of about one carload of ranges, and the further cultivation of a friendly feeling among the dealers for the lighting company.

These folders will be read with interest by purchasers of the appliances. They may be purchased in quantities by central stations and others on application to the publications committee, N. E. L. A., at 29 West Thirty-ninth Street, New York City.

Call Up the M.D.'s and Sell Them Flashlights

BY GEORGE LEWES

Physicians are always good prospects for flashlights. Every doctor, surgeon and dentist can make good use of a compact pocket lamp for use in bedside, home or office examinations. Then as the medical man becomes dependent on this little helper, he will need to keep on hand an extra battery or two and several lamp bulbs for replacement.

And, once a convert to flashlight convenience, the professional man will want a big sturdy flashlamp for his automobile, and perhaps one or two for his office, house, dark closets, etc.

Realizing this, an enterprising dealer in an Eastern city has had his office girl, during leisure hours, call up all the doctors and dentists in the telephone book, and explain the various uses of the flashlamps. Then later, if the physician has not already called at the store, she goes to his office with a full line of flashlamps, from which he can make his selections. This plan of soliciting flashlamp sales from doctors and dentists had proved a money maker.

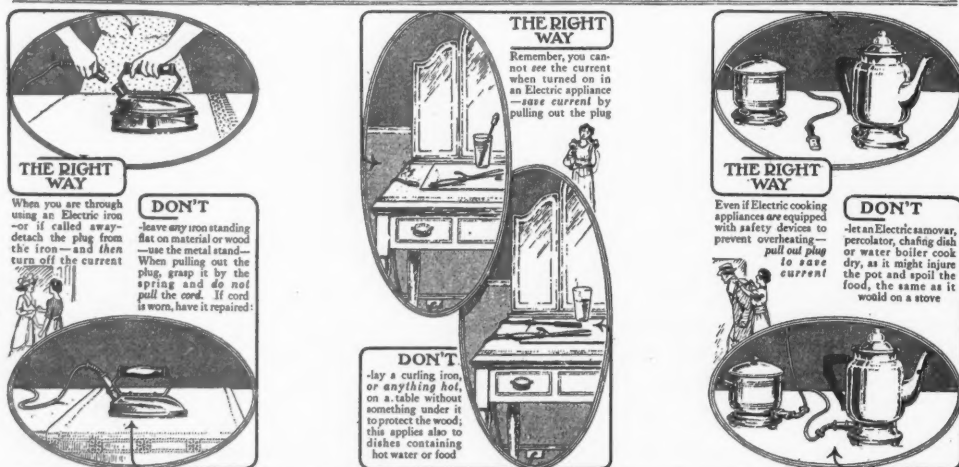
Some Don'ts for Users of Electrical Appliances

To guard against carelessness in the use of electrical appliances in the home, the publications committee of the National Electric Light Association has prepared a useful little three-page folder, illustrating the right way and the wrong way to use such appliances as the iron, curling iron, percolator, etc.

Electrical appliances are the safest commodities that can be used, the booklet points out, because they re-

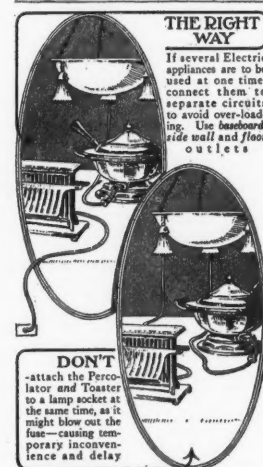
quire no open flame and contain nothing that can explode. Heat, however, in any form, should be used with care, and a hot electric curling iron, if laid on a table without something under it, will injure the wood just as dishes or utensils containing hot substances will do. Similarly, the booklet warns against neglecting to put an iron back on its stand; against pulling out the plug by the cord instead of by the spring; against letting a samovar, percolator, etc., cook dry; and against attaching several appliances to one socket.

ELECTRICAL APPLIANCES ARE BUILT FOR SAFETY



ELECTRICAL APPLIANCES ARE BUILT FOR SAFETY

ELECTRICAL APPLIANCES



ARE BUILT FOR SAFETY

No heating device could possibly be any safer than an electrical appliance. Electrical appliances require no open flame and they contain nothing that can explode. But heat in any form must

be used with care, and this folder issued by the N. E. L. A. points out some of the mistakes which the appliance user should guard against and also explains how to avoid them.



"The store is full of people," replied one dealer in answer to Lowden's telephone call. "That ad of ours in the *Sentinel* is certainly waking folks up. I've got to stay on the floor and help the clerks."
 "But," insisted Lowden. "You're cutting prices. You're making hash of the whole trade. You're——"
 "Well, maybe we are," came back the answer, "but we're getting the business. I'm sorry—I may have time to talk to you later in the week."

A Prescription Against Price Cutting

Uncle Jerry Proposes a Drastic Remedy for Heedless Competition, but Follows Through with a Surplus Stock Clearing-House Plan that Gets the Robbinstown Electrical Trade Pulling Together Again

By FRANK B. RAE, Jr.

WHEN Jim Lowden sat down to breakfast that morning he was probably the most contented man in Robbinstown. Two minutes later he was giving an accurate imitation of Germany reading the peace terms.

"By the great horned Mickey!" he blurted as his eye took in the new "Electrical Page" of the morning paper. "Of all the blithering blather! Why, you can shoot my wife and baby if I ever —! Say, what do you know about that? Wow! Wow! Wow!"

"Have some more sausage and scrambled egg," suggested Mrs. Jim mildly, "then tell me all about it."

"I'll make sausage and scrambled egg out of some of the bolshevik bell-hangers in this town," said Lowden savagely. And then, "Sorry to disturb you, Old Girl, but I've got to go down street and commit a few fancy murders."

* * *

At about the same time, "Little" Tim Little was proudly displaying the same newspaper to Mrs. Tim. Little was advertising solicitor for the Robbinstown *Sentinel*.

"Some job!" he exclaimed proudly. "You're just wonderful!" replied Mrs. Tim—with which sentiment Little Tim thoroughly agreed.

And from his standpoint he was right. He had seized upon this idea of starting an "electrical page" in the *Sentinel*, had persuaded his chief that it would be a money maker, had solicited and secured and written an advertisement for every electrical concern in the entire town. It was, in all truth, a real achievement.

But Little Tim had made one fatal slip. Out of his limited experience in the advertising business he was convinced that the way to advertise is to offer Bargains—with a capital B—and he had persuaded each of the eight firms who went into his new electrical page to make some sort of cut-price announcement—that is, all but Jim Lowden's concern, the Lowden Electric Company.

And so it was that fixtures and flatirons, fans and flashlights, fuses and farm-lighting sets—all were blazoned forth in the *Sentinel* that morning in terms of the fire sale. At a single stroke Tim Little had

demoralized the electrical trade of Robbinstown.

* * *

Jim Lowden did the obvious thing. Upon reaching his office he telephoned each of his competitors and asked for an appointment "to talk things over." They were polite but busy.

"The store is full of people," replied one, and his answer was characteristic of all. "That ad of ours in the *Sentinel* is certainly waking people up. I've got to stay on the floor and help the clerks."

"But," insisted Lowden, "I want to get together with you fellows. You're cutting prices—you're making hash of the whole electrical trade in this town. You're——"

"Well, maybe we are," came back the answer, "but we're getting the business. I'm sorry; I may have time to talk to you later in the week."

Jim slammed the receiver on the hook with unpardonable energy. Here, certainly, was a pretty mess of tripe! Every electrical store in the city, apparently, was doing a land office business—each on the

single specialty which had been advertised at a cut price. Every contractor-dealer in town was dazed by the rush of bargain hunters. Instead of getting together immediately to repair the damage, they persisted in going blindly forward in pursuit of a policy which meant loss to all and ruin to several.

The situation, as Lowden saw it, was critical. He began to take stock to see how he would ride the storm. And out of his pondering came the answer now, as it had so often before—he would have a talk with old Uncle Jerry.

* * *

Uncle Jerry Stackhouse, I must repeat for the benefit of those who have not yet made his acquaintance, is a retired business man who loves business. Having his own decent little fortune safely placed, he dabbles mildly in every new venture promoted in Robbinstown—the bank, the trolley, the stamping works, the motor truck line that runs to the county seat. He loans a little here and there to the younger crowd just starting into business, and when nobody seems inclined to start he winds them up himself. But chiefly Uncle Jerry is known and valued for his kindly common sense. He is the town pump of business wisdom.

Jim Lowden is one of Uncle Jerry's "boys." The old man had loaned Jim the money to start the Lowden Electric Company, had sat with the baby concern's board of directors, and in fact had come to know quite a bit about the electrical "game." But his value lay less in special knowledge of wiring and appliances than in his keen sense of the broader strategy which underlies and guides all commercial success. A favorite expression of his was, "When I back a business man he's got to be one-tenth *business* and nine-tenths *man*."

* * *

Lowden lost no time in explaining to Uncle Jerry the situation created by the advertising in the *Sentinel's* electrical page.

"These hyenas have tasted blood," he concluded, "and they won't know where to quit. That fool ad-man will induce one or another of 'em to make another cut price offer next week, and pretty soon they'll be meeting each others' cuts, and then—good night!"

"Why don't you get them together

in a friendly way and explain this thing to them?" asked the old man. "Surely they can see what such a policy leads to."

"Tried it. Failed," said Jim laconically.

"The trouble is," he continued, "they're afraid of me because I have a little bit the best of the business here. When I proposed getting together they all backed up, fearing a trap or scheme of some sort. Just now they think they have me in a corner. They know I won't cut prices and they figure that they will grab off a lot of my business during the excitement. Why, when I talked to Lanin on the phone this morning he bragged that he had two of my best customers in his store."

Uncle Jerry pondered. Finally his face lighted.

"I have it, Jamie," he exclaimed. "If they won't organize *with* you, get 'em to organize *against* you."

"And then telephone the sheriff and the undertaker?" suggested Jim.

On the next electrical page of the Robbinstown *Sentinel* the most prominent advertisement was that of Lowden's company. In bold type it read:

"Prices at the Lowden Electric Company are 10 per cent lower than elsewhere. Bring us the advertisement of any electrical dealer in this city and we will sell an equal or better article for 10 per cent less to any *bone fide* resident of Robbinstown."

It is not necessary to detail the effects of this radical step. The trade war lasted but a fortnight, when three of Jim's leading competitors called upon him.

"Where's this thing going to end?" asked the spokesman, "How long do you think you can keep it up?"

Lowden smiled blandly. He was not enjoying the fight: it was making serious inroads into his profits and soon it would begin to eat into his capital. His jobber was beginning to remonstrate, and manufacturers of price-maintained items were protesting and even threatening. But Jim was following Uncle Jerry's advice and that advice demanded that he keep a stiff upper lip and let the other fellows do the worrying. So Jim smiled, as he answered:

"It's up to you to end it."

"How?"

"By calling a meeting of all the contractor-dealers who have been advertising cut prices and letting me talk to them."

* * *

Jim Lowden and Uncle Jerry Stackhouse had their program carefully drawn before the meeting.

"Gentlemen," said Jim, when they were seated, "This little flurry has taught you all one thing, which is that you can't make money by selling at a loss."

"When the advertising solicitor of the *Sentinel* persuaded you to advertise bargain sales in the paper, you each picked out an item on which you were overstocked or which was dead on your hands. You were glad enough to get rid of that stuff at a sacrifice. You didn't realize that you were starting a snowball down hill which would soon become an avalanche. But to-day you understand the truth."

"Now, I am not here to propose any scheme for price fixing. That is a poor method, and it never works anyway. My proposition is that we arrange so that nobody will ever have any dead stock or overstock. Are you ready to try that remedy?"

"How?" asked Lanin.

"Just this way. We will form a little clearing house among us. Whenever anybody gets stuck with merchandise that is not moving fast enough, he will notify each member of the clearing house, and these members will either take that stock off his hands, or if they don't want to do that, they naturally won't make any objection to his selling it to the public at a cut. Should a member be forced to sell his overstock at a reduced price, no effort will be made by the rest to meet his cut; we will simply stand pat until his stock is cleared out. If our own trade complains that we are asking a higher price during such a sale, we will explain that it's a job lot and advise 'em to go and get it at the reduced price."

"But," objected Lanin, "supposing somebody fails to join this thing you call a clearing house, or suppose somebody does cut prices?—What then?"

"I will cut under him."

"Suppose he keeps on cutting."

"I will keep on cutting under him."

"Where will that end?"

"In the bankruptcy court, with Mr. Pricecutter playing the star part of Busted Bankrupt."

"Gentlemen," continued Lowden, "I will now play my trump card. I have bought and paid for the most prominent advertising space in the *Sentinel*. I have arranged so that I will see the first edition of the paper as it comes off the press and if the first edition carries the advertisement of a cut-price electrical appliance, I will insert my advertisement in the second edition advertising a deeper cut on a similar article for one hour only during the next day. That will take the punch out of the other fellow's cut price and will not hurt me much. Sooner or later I will make you all mighty sick of the price-cutting game.

"But that's a poor way to do business. We men should not scheme to hurt each other: we should study to help each other and to help the business as a whole. The only excuse for a cut price is overstock or dead stock. The clearing house plan will overcome that. Now—"

"Just a minute, Jim Lowden. I knew there was a nigger in the woodpile, and now I know where he is and what his name is and all about him. You thought you had a slick scheme, but I'm onto you. I propose that we drag the nigger out of the woodpile and make him work for the benefit of all of us, share and share alike."

"What do you mean?" exclaimed Jim. "There isn't any nigger. Why,—"

"Yes there is, too," insisted Lanin. "His name is Uncle Jerry Stackhouse—he's the only man in this town smart enough to make a plan like that. And I move he be invited to be a sort of president or moderator or referee of this here surplus-stock clearing house which we're all going to start. You've had a monopoly on his advice long enough as it is. Do I hear a second to my motion?"

"Motion seconded."

"All in favor —"

"Aye!"

* * *

The essential details of the Robinstown Contractors' Clearing House Club were settled and a tentative agreement for the disposal of surplus stock entered into before the meeting broke up. It was not until they were on the street and headed for their respective shops that Lowden's belligerent competitors realized how utterly they had failed to accomplish their purpose.

"Say, Lanin," exclaimed one, "I

thought we were going up there to put Jim Lowden out of business."

"That's what we started out for."

"Well, we don't seem to have done it."

"No, we did something better—we put him in business with us. When Lowden made that speech I saw one thing sticking up mighty plain, which was that Jim had something we all lack. If you read the papers during the war you'll know what I mean—it's called strategy. We went after his scalp, seven of us against one of him, and with the help of Uncle Jerry Stackhouse he just naturally out-generaled us.

"I don't know whether that news-

paper advertising scheme of his would work or not—I don't believe it would, but it would cost us a whole lot of money to find out. But the Clearing House Club idea is good and I figured if we could get the brains that invented that scheme for Jim to get busy and invent schemes for all of us, we'd all make more money. Instead of fighting to put each other out of business, we'd all be working for more business."

"Well," spoke up Edwards, "I've been to France, and I'll tell the world there's more fun in working than in fighting."

To which Lanin added—

"And more profit."

Possibilities for the Small-Town Dealer

FARMERS near the small towns are showing a steadily growing demand for farm-light plants and provide a field which should be a gold mine for every small-town dealer handling electric supplies, says E. L. Jensen, manager of the electrical department of the Fairmont Gas Engine & Railway Motor Car Company, Minnesota, in a letter written for the benefit of his dealers.

Mr. Jensen, who entered exclusively into the farm-lighting field last year, believes that it is a field for electrical development which is going forward by leaps and bounds, with great possibilities for the smaller dealers. In his letter, which follows, he tells how one day last year, in only a few hours, he sold more than \$2,000 worth of electrical equipment to three farmers—not because of superior salesmanship on his part, but simply because he found the farmers ready and eager to try new labor-saving methods which they saw they needed.

Shortly after entering exclusively into the farm-lighting field, a little over a year ago, I found it very interesting to drive into the country with a dealer, selling light plants, and we often put over many sales by fully explaining the many advantages of using electricity on the farm.

In making one of my regular trips last summer, I got into a small town where a dealer had just set up his plant for demonstrating purposes. He felt rather indifferent regarding the possibilities of making sales during the busiest season, when all farmers were just gathering in their crops. However, I prevailed on him to spend the afternoon calling on a few prospects and at 3 o'clock we started for the country.

A few miles from town we called on the first farmer who had just built a

new house. After fully explaining the convenience of having electric lights in every room, extra outlets for iron, small motors, together with the simplicity of using an automatic electric switch for a motor supplying the water pressure tank, it was an easy matter to get the order signed for a complete plant, motor and all necessary supplies for a complete up-to-date installation.

The second farmer we called on was cultivating corn just a mile from his house. He had a fairly large, well-built house, and several outbuildings, but his wife objected to buying an electric light plant, because the wiring required a lot of extra work. Besides, she was afraid their hardwood floors would be badly marred. We soon convinced her that this was a small matter, that a practical electrician could wire the house and install all switches and power openings without having to mar the wall or tear up all the flooring, and without any further objection the farmer's wife gave us the order for a plant, electric fixtures, washing machine, small motors and all necessary wiring supplies to complete the entire installation.

From this last point we drove 2 miles more to find the third farmer stacking hay. He informed us that he was busy and unable to talk business, but with the sense of real salesmanship we convinced him that electricity could be used on the farm with the same convenience that it is used in the larger cities. Without further objections, he left it to the electrician to furnish all necessary material to properly install a first-class lighting system for his farm home.

At 6 o'clock we drove back into the town, after selling more than \$2,000 worth of electrical equipment.

There is a wonderful growing demand for farm-light plants everywhere. Dealers handling electric supplies in the smaller towns should avail themselves of the opportunity to put over bigger sales at better profits, especially when all these modern electrical conveniences bring thousands of commendations and are met with high approval from our new customer, the farmer.

Merchandising and Lighting Topics at the N. E. L. A. Convention

Central Station Men, at Atlantic City Sessions May 19 to 22,
Manifest Their Belief in Sound Selling Policies, Quality
Electrical Work, and Co-operation with the Electrical Trade

PLANS for stimulating the sale of electrical devices during the year to come, adherence to sound merchandising policies in distributing appliances and incandescent lamps, proper accounting methods in electric shops, co-operation with the retailer and contractor, and an unequivocal stand for "quality electrical work," were among the features of the sessions of the Commercial Section, National Electric Light Association convention at Atlantic City, May 19 to 22.

"For two years," said Chairman C. J. Russell in his opening address, "we have marked time, as far as section activities are concerned, and, from force of circumstances, our membership has been materially decreased.

"During that period, however, our industry has advanced greatly in recognized importance and the volume of business done has expanded in a marked degree.

"The reconstruction of commerce to maintain the present position of this country among the nations of the world will involve demands for power, heat, light and transportation in greatly increased volumes and of the most efficient character. The part we play in the industrial reconstruction will have as important an effect on the future of this country as our activities had in the speedy termination of the war."

Report of Sub-Committee on Merchandise Accounting

H. A. LEWIS, *Chairman*

F. A. BIRCH
D. R. SMITH

R. E. FLOWER
W. S. WALLACE

A knowledge of his *true* cost of doing business is absolutely essential to the central station merchandise man who expects to operate his department successfully over a period of years and meet fairly all forms of local competition.

To give the merchandising man the fundamentals of true cost work, we have taken for our authority a standard method used by department stores and other long-established retail outlets.

The rule here is that a true knowledge of merchandising costs must take into consideration three cost factors:

- (a) Operating expenses.
- (b) Fixed expenses.
- (c) General or administrative expenses.

Following is a list of a simple classification of merchandising expense accounts grouped under these three

Five commercial sessions were held, devoted respectively to (1) general commercial topics, (2) lighting, (3) motor sales, (4) electric range sales, and (5) merchandising. On the following pages, **ELECTRICAL MERCHANDISING** presents reviews of those papers and discussions of principal interest to our readers, who are concerned with subjects of merchandising, wiring and electric lighting. Additional material from the convention reports and discussions, particularly that relating to merchandising topics, will be presented in later issues.

The Commercial Section will have as chairman for the next year John G. Learned, Public Service Company of Northern Illinois, Chicago. M. S. Seelman, Brooklyn Edison Company, and Henry Harris, Wilmerding, Pa., were elected vice-chairmen, and R. H. Tillman, Consolidated Gas, Electric Light & Power Company of Baltimore, is the new secretary.

On the new executive committee are F. H. Gale, General Electric Company, representing the manufacturers; F. A. Ketcham, Western Electric Company, representing the jobbers; L. H. Lamont of Chicago, representing contractors; R. S. Hale, Edison Electrical Illuminating Company, Boston; and I. Lundgaard, Rochester Railway & Light Company.



JOHN G. LEARNED

Public Service Company of Northern
Illinois, Chicago
The new chairman of the Commercial
Section, N. E. L. A.

divisions with a brief explanation of each account.

Operating Expenses:

Selling salaries
Bonus
Buying expense
Advertising
Delivery
Freight and express
Store supplies
Department expense
Repairs of appliances.

Fixed Expenses:

Rent
Light, heat and power
Taxes
Insurance

Administrative Expenses:

General expense
Management
Office expense
Postage, telephone and telegraph

Interest
Depreciation
Short and over

Before explaining the function of each individual account, it may be said that all operating expenses deal with the cost of running the store—this includes every expense connected with the buying and selling of merchandise. The fixed expenses show what it costs to maintain the plant in which the business is conducted, while the last group deals with the administrative expenses and with those general expenses with which every business is confronted.

OPERATING EXPENSES

Selling Salaries. This account carries the amount of salary paid for selling merchandise, stockkeeping and so forth. This should include a major part of the merchandise man's salary—in some cases it would include all his salary.

Bonus Account. This account is used when commissions or bonuses are paid in addition to regular salaries.

Buying Expense. This account would be charged with all traveling expenses in reference to the buying of merchandise.

Advertising Expense. This account would carry the total amount of all advertising expense, including postage for sending out circulars.

Freight and Express. This account is charged with the transportation of all merchandise which is bought.

Delivery. This account carries all delivery charges, including postage for sending packages to customer, wages of delivery men, depreciation on delivery equipment, etc.

Store Supplies. This account represents the amount of supplies, such as wrapping paper, salesbooks, twine, etc., used in the store.

Department Expense. When a store is departmentalized, this account absorbs all kinds of general expense which can be charged directly to any department. For instance, if special cloth bags were used to wrap portable lamps when in stock, this expense would be charged against the portable department through the "department-expense" account.

Repairs of Appliances. This covers all expenses connected with repairing and servicing electric appliances for which no charge is made to a customer.

FIXED EXPENSES

Rent. This account absorbs the rent paid for salesrooms and for the office space used by the department. When buildings are owned by the company, an inter-office rent charge must be made based on the proportionate value of space used.

Light, Heat and Power. This account is charged with the department's share of the light, heat and power service used.

Taxes. This account carries the personal property tax assessable against the department.

Insurance. This will cover the in-

surance paid on the stock and the fixtures of the department.

ADMINISTRATIVE EXPENSES

General Expense. This account is charged with all kinds of expense which cannot be classified any other way, such as wages of janitors, subscriptions to mercantile agencies, trade journals.

Management. This account carries all elements of general management of the department, including that part of the merchandising man's time which is not charged to selling, advertising or any other part of his work, except

Depreciation. This account is charged with the depreciation on furniture and fixtures.

Short and Over. This account deals with any shortages or overages that may exist when the cash account is balanced at the end of each day.

INCLUDE ALL PROPER EXPENSES

In building up a set of accounts to show the true cost of operating a merchandise department, the titles and arrangement given to various accounts are not a factor, neither are the number of subdivisions under a given heading, to wit: take the account "adver-



The greatest possible interest was manifested by all convention visitors in the remarkable exhibit of the lamp committee, Frank W. Smith, chairman, which illustrated the lighting of various kinds of interiors. This picture shows the example of living-room lighting by means of ceiling and bracket fixtures and portable lamps. In this room use was made of the new C-4 Mazda, a tip-less, white-glass, gas-filled lamp, rated at 50 watts, with a life of 1000 hours. This lamp will soon be ready for sale through the usual channels.

management. It also would include a fair part of the expense of managing the company as a central station. This latter expense might be prorated on a basis of the ratio between the gross income of the merchandise department and the central station business as a whole.

Office Expense. This includes all office expense necessary in the running of the department, including the proper part of the total accounting expenses—auditing, bookkeeping, collection, credit, etc.

Postage, Telephone and Telegrams. This account carries that part of the postage expense which is not charged to advertising or delivery, as well as telephone and telegraph expense.

Interest. This will include interest on the amount invested in furniture and fixtures, as well as interest on working capital invested in merchandise stock and accounts receivable.

tising" as outlined herein. This account might be subdivided into "advertising space," "advertising salaries," "window dressing materials," "window dressing salaries," etc. What is desired is a true report as to the cost of handling only the advertising work of the department, advertising being one of the direct operating expenses of the merchandising business. In other words, it is not the case of how accounts are classified, but it is a case of including all of the proper expenses.

The majority of the central stations that have given any consideration to this question of merchandising cost include only their operating expenses. A few companies include certain of the fixed expenses, but there are not over a dozen companies in the country which know their true merchandising costs, in the sense that all the proper administrative expenses are charged against this department.

It is standard merchandise practice among the more established retail trades to refer to the cost of doing business as a percentage of the selling price, the sales price of an article in all cases being par.

This cost percentage is arrived at by dividing the total expenses for a given period (preferably one year) by the total sales for the same period. Unless the administrative and fixed expenses are included in making up the total of expenses, the percentage figured will be incorrect, and the so-called figure representing the cost of doing business will be fallacious.

MUST KNOW COST OF DOING BUSINESS

There are two broad reasons why a central station should know its true cost of doing business.

its competitors or else raising its prices to conform to established local schedule, which will give the central station an exorbitant mark-up based on the manufacturers' prices.

COST SHEET SHOULD SHOW WHOLE TRUTH

2. It is possible for most central stations to include all costs and yet make a profit on their merchandising business if they have live managers.

Ordinarily, live retail managers are never developed except under competitive retail conditions, and the best form of competition is a cost sheet that tells the whole truth and nothing but the truth.

Thinking in terms of net profits means not only increasing the volume, but keeping expenses down. As a

Report of Sub-Committee on Style Merchandise

C. E. GREENWOOD, *Chairman*

HENRY HARRIS

H. A. LEWIS

F. D. PEMBERTON

D. R. SMITH

M. SCHWARTZ

W. S. WALLACE

Electrical merchandise may be divided into three classes. The first includes the staples, such as incandescent lamps, plugs and numerous other items. In the second class are the labor-saving devices, most prominent of which are the washing machine, vacuum cleaner, ironing machine, fireless cooker and the like. And in the third class we would place portable lamps, fixtures, artistic loving-cup urns and other electrical articles that have received the attention of the artist designer as well as of the heating engineer. This last group we call "Style Merchandise" and it is the subject of our particular study in this brief report.

The retailer of electrical devices is confronted with certain handicaps in the sale of his merchandise and is at a distinct disadvantage to the merchant in other lines because of the very nature of his product. There is constant demand for the staples as necessities, but before labor-saving devices can be sold the idea of the use of the devices must be sold. This group constitutes an important part of the sales of any electrical retailer. He is, therefore, confronted with the important problem of how to bring the people to his shop.

The central station merchant has an advantage in having prospective purchasers coming to the store on other missions than shopping; that is, electric service customers coming to pay bills, to make application for service, or to consult representatives on some matter in connection with their service supply; but, nevertheless he is confronted with the important problem of obtaining favorable attention to his merchandise before his selling force can change passive prospects into active buyers. "Style merchandise" will aid in solving this very problem.



The industrial lighting exhibit reproduced above shows the interior of a typical shop equipped with poor, fair and good lighting systems. From the control board in the foreground, any one of these systems could be switched on, or a flasher made the changes automatically. The picture shows the "good lighting" system in operation.

1. As a matter of public policy, it savors of unfair competition for a central station to be in competition with dealers who have figured their costs correctly, but who cannot offset losses resulting from their merchandising business by profits from the sale of current.

It is urged in the industry that there is a need for an electrical retail trade to co-operate with the central station in the development of the use of electrical labor-saving and style devices. As the total volume of retail sales increases and as more new devices are put on the market, the discrepancies between the central station's cost figures and the trade's cost figures will become more apparent, because on those lines where the resale prices are not set by the manufacturers, the central station will be constantly underselling

matter of general information for the man who wishes to operate this department on a true cost basis, he will find that operating expenses increase in direct ratio to the volume of sales, that fixed expenses remain practically stationary and that overhead or administrative expenses increase but gradually.

Using the work already done by the merchandising accounting committee of the accounting section, it is possible for any central station to find out the true cost of running a merchandising department without, in any way, changing its present system of bookkeeping. All of the merchandising accounts would come under Account 508 (electrical merchandise and jobbing revenue) per N. E. L. A. standard classifications of accounts, which were adopted in 1914.

THE INHERENT "SHOPPING APPEAL"

Another value in style merchandise lies in its power to draw people to the store because of its inherent shopping appeal. It may be a novelty attraction, or an appeal to the instinct of beauty which every human being possesses. This merchandise gives purchasers an opportunity to express individuality.

In addition to this shopping appeal, style merchandise has other practical values in the showroom of the central station, because it increases the number of items which can be sold at a profit, and at the same time beautifies the store and gives it shopping personality.

We find the practical problems in handling this class of merchandise are buying, proper pricing, attractive displays and advertising.

Buying. The central station merchant must buy goods for which the

public will shop. This involves an analysis of the local buying public, which is usually made up of a combination of ultras, middle class, and the cheaper trade. Each central station merchandising man must analyze his public and select such an assortment of style merchandise as will appeal to the greatest number of his prospective purchasers, remembering always that the great number of buyers are striving to follow what is acceptable to the ultra trade. We recommend that the merchandising man be prepared to get in touch with the source of supply for the different classes of style goods. Practical merchandising suggestions can be had from the manufacturers. We believe also that the merchandising men should prevail on some of the manufacturers to improve their styles. The percolator, toaster, chafing dish, portable lamp, candle holder or fixture can be made in designs of unusual attraction to appeal to women purchasers.

Pricing. If goods are well bought the question of pricing is simple. As a



Besides the display of indoor lighting fixtures here shown, one of the most interesting features of the exhibit was a completely equipped show window demonstrating about fifteen different combinations of show-window lighting of various intensities, colors and directions.

rule, the mark-up on portable lamps is 100 per cent on cost and 50 per cent on selling price, and it is customary when making special offers to have a mark-up of 50 per cent on cost and 33½ per cent on selling price. If it is found that a certain item of style merchandise does not move, it is considered standard practice for the merchandising man to reduce his price materially and move the stock. Successful merchandising involves the question of turnover, and this requires that when a loss must be taken it be taken immediately—the necessary sacrifice in price being made to move the goods.

Displays. In displaying portable lamps and other style numbers, each piece should be arranged so as to express its own individuality. When displaying portable lamps, it has been found that an olive green velour makes a good covering for tables and it is likewise a good material for back-

ground effects. In window display work one beautiful number properly staged with the right background will attract more attention and bring more buyers into the store than a miscellaneous assortment of style merchandise. In window display work it is a good plan to show numbers which make an ultra appeal, as the big middle group of buyers will be attracted by this class of display and will come into the store to see what can be found with the same style appeal at a price which will fit their pocketbooks. It is a good plan to group style merchandise on a price basis, and to keep the higher priced merchandise separated from the lower priced. The cheaper merchandise is never raised to the level of the higher priced goods by being shown in combination.

Advertising. Style merchandise, particularly portable lamps, should be advertised throughout the year, with emphasis during the Christmas holidays. The effect desired from advertising is to carry the showroom display to the reader of the advertisement, for by this method the general effect of the store is multiplied.

As a final thought on our subject we quote a remark made by a high official of one of the largest chain store organizations in the country, who said, "Successful merchandising is based on good-will, and the chain store uses every means it can devise to create and develop it." In our opinion, a line of style merchandise should be introduced by every central station merchandising department for its value as one means of developing good-will, because the attractiveness of style merchandise to shoppers is an invitation to the store.

Report of Sub-Committee on The Goodwin Plan

DORSEY R. SMITH, *Chairman*
F. M. FEIKER R. E. FLOWER
C. E. GREENWOOD L. H. MERTZ

Your committee has made an investigation of the Goodwin Plan as it applies to merchandising and in doing so employed the following methods:

1. A careful review of articles which have appeared in the trade papers during the past year and a half.
2. A careful review of editorials appearing in trade papers.
3. By personal attendance at meetings held throughout the country at which members of the committee were present; these meetings being addressed by Mr. Goodwin.
4. By having him appear personally before the merchandising committee and before the executive committee of the commercial section, and, following his talk, answer questions relating to the plan.
5. By personal investigation in communities where the plan has been operated for periods of one year or more.
6. By a paper read before the New England section of the N. E. L. A. and

printed in the proceedings of the New England section.

The committee interprets the plan to be a broad campaign of education in which the various groups in the industry are being brought together:

1. To co-operate in each local community to the end that the most cordial relations will be established between the different groups in the industry;
2. To the end that the most desirable methods be employed, based on local conditions, to place properly before the public the advantages of electricity as it relates to the use of household devices and similar products in the home, factory, etc.

DOES NOT ASK CENTRAL STATIONS TO STOP MERCHANDISING

The committee has carefully investigated the effect that this plan would have upon the future activities of central stations in their merchandising field, and clearly understands that the plan does not in any way contemplate the central stations retiring from any activity in any branch of the industry



Gas-filled tungsten lamps with concentrated filaments for projection and motion picture purposes that take the place of the old-fashioned arcs, were features of this display of the newer lamp applications.

in which they are now engaged, but the plan does contemplate that the policies of central stations in respect to their activities be so designed as to encourage others to become active in merchandise selling under the most modern business methods.

The committee further understands that the plan recommends separate cost accounting for merchandising departments of its business to the end that these departments would be self-sustaining and employ approved accounting methods.

EVERY COMMERCIAL MANAGER SHOULD INTEREST HIMSELF IN PLAN

The committee recommends that each central station company encourage its commercial manager or manager of its merchandising department to interest himself actively to the end that the general ideas incorporated in the plan as relating to merchandising be made

effective. This result can be best accomplished by the merchandise man of the central station in each community becoming a member of a local organization if there is one in existence at the present time, or by organizing one and being an active member.

In this way all local electric men can be brought together by holding meetings and can accomplish better results. The local electric men would be advised as to the class of electric appliances which the central stations preferred to go on their lines. Giving this experience of the central station man to the local electric people will bring about the co-operation which is mentioned in this paper. By so doing the central station will tend to encour-

plan, it was clearly demonstrated that misunderstandings had developed as to what the plan contemplated, and to this end the committee urges that sub-committees be appointed from the executive committee and public policy committee to make investigation of the complete plan so that these misunderstandings may be removed and the benefits accruing to the central station may be realized at the earliest possible date.

Your committee feels that this plan in no way conflicts with the work of the Society of Electrical Development but on the other hand can and will be of material assistance to that society in its work.

The committee has talked with Mr.

service to their customers by giving away lamps was made necessary by the unsatisfactory quality of a number of lamps of doubtful manufacture, which when installed would affect the service given to the customers by the central stations. The carbon and gem lamps burn below a safe candle-power and this made it necessary for the central stations at that time to have a system that would insure these old lamps being taken off their lines. The lamps would blacken and burn for a long period before burning out, resulting in serious complaints. The central stations also were desirous of keeping their lamp sockets filled, and in order to give good service it was found necessary to actually control the lamp situation either by cutting prices or on a free renewal basis.

TUNGSTEN LAMP HAS CHANGED SERVICE SITUATION

This situation has changed considerably by the introduction of the tungsten lamps, which are recognized now as a standard, and over 90 per cent of the lamps manufactured by the large lamp companies are of the tungsten type. Lamp manufacturers publicly advertise that tungsten lamps are the best that can be produced in lamp manufacture. These lamps automatically burn out when they reach a long life, which relieves the danger of consumers trying to burn them below their normal candle-power. Tungsten lamps last only a certain number of hours, so why should not central stations get the legitimate profit by having their customers come in and purchase these lamps, which insures a profit?

Several reasons why central stations should merchandise tungsten lamps are that they are advertised nationally and locally and are becoming exceptionally well known to the buying public. They are absolutely on a well-established basis as to quality, which insures a certain profit to the central stations, instead of expense as heretofore, where lamps were sold at or below cost or given free. This is a vital point to be remembered with the increased cost of producing current and the increased cost of central station operation.

INCANDESCENT LAMP SALES ARE PROFITABLE

Tungsten lamps offer from a merchandising standpoint as to profit a field which is extremely attractive. The lamps are placed at the disposal of the central station on a consigned basis and the lamp manufacturer even goes so far as to allow a certain percentage to the merchandise department for bookkeeping and record keeping, provided the reports are submitted by a given date each month. This is in addition to a sliding scale of discounts from 10 per cent to 38 per cent off of list, based upon the quantity of lamps purchased. This basis of buying strongly offers wide inducements with a nationally advertised article to a merchandising man to increase his sales on an



Rounding one of the bends in the Boardwalk at high speed: Billy Robertson of Buffalo, E. D. Tolles of New York, Frank Price of Boston, the jobbers' contingent at the N. E. L. A. convention; and L. P. Sawyer of East Cleveland, in the order named.

age the highest grade of appliances and devices for general use on an improved distribution basis, with a general tendency to increase the standard and volume of electrical work.

OPERATION OF PLAN HAS RESULTED IN INCREASED BUSINESS

Your committee has confined its investigations to that part of the plan relating to merchandising and recommends that the public policy or executive committee of the association appoint similar committees to make further study and report of the complete plan. The committee has evidence that the plan has resulted in a material increase in business both in merchandising sales and energy consumed, as well as being a general uplift movement for the benefit of the whole industry.

In conclusion, the committee wishes to state that in numerous cases investigated where central station representatives were in opposition to the

Goodwin and it finds, so far as he is concerned, that it is immaterial whether the plan is called the "Goodwin Plan" or by some other term, so long as it will bring about the conditions as outlined in this report, and he has so stated a number of times in his public addresses.

Report of Sub-Committee on Merchandising Tungsten and Table Lamps

DORSEY R. SMITH, *Chairman*

W. D. LINDSEY

W. S. WALLACE

R. E. FLOWER

F. D. PEMBLETON

Your committee recommends that the following report be supplementary to the Lamp Report of 1919 and therefore has taken up the question of incandescent lamps from the merchandising standpoint only.

The old basis upon which the central stations endeavored to guarantee good

article that has a stipulated resale price everywhere.

For a sales getter in other lines of merchandise, tungsten lamps offer opportunities. A customer buys a lamp, and because it is necessary he is willing to pay list price for it just as though he were buying some other stipulated article. This brings him into the store and offers an opportunity for the sale of a washing machine, a vacuum cleaner, a table lamp, etc., which are on display.

LAMPS AS "OPENERS" FOR OTHER LINES

From an outside sales standpoint the sale of tungsten lamps at list price offers an opening whereby your salesmen can gain admission into the homes to give them an opportunity to sell not only lamps and shades, but an excellent opportunity for the sale of vacuum cleaners, washing machines and other electrical appliances.

Central stations in merchandising lamps are merely keeping pace with intelligent and modern business methods whereby goods are sold at regular prices and for a profit where definite service and value are rendered in return, it being only a question of good merchandising methods whether or not a central station controls the lamp situation, giving service such as prompt deliveries, intelligent suggestions as to proper sizes of lamps to be used, etc.

This will place the central stations in a stronger position than if they give away something, which always has with the public an element of mystery and suspicion of "How can it be done?"

MERCHANDISING TABLE AND FLOOR LAMPS

The sale of table lamps offers to the central station merchandise department one of the greatest assets it could obtain, owing to the fact that the styles and designs and color values change from season to season. The problem is always before us what to use to attract the ladies and get them to come into the electric store. This line of merchandise not only offers the element of decorative and attractive value but the large return in gross profit which we are all desirous of obtaining.

A well-selected line of table lamps, floor lamps and silk shades will insure a large number of people visiting your shop provided you display the line artistically. You will not sell one to a customer and guarantee it for life and never hear from that customer except through a complaint, but it has the virtue of bringing him back to your shop, as table and floor lamps are always being bought—a customer will buy a reading lamp and he will call again for a floor lamp for the music room or a floor lamp to be placed beside a large armchair usually found in the living room, or for a floor lamp to be used at the bridge table. If the display of a pretty boudoir lamp is attractive to the lady, this naturally suggests a bed lamp, so you can see it is the only article we have from a

decorative standpoint and the only one which permits of a number being sold in the home. The customer will constantly seek your shop to see what you are showing.

Central stations having a merchandise department should consider the table and floor lamp division of prime importance, as it is in a position to render to the customers invaluable assistance in their purchases. With this possibility the prospective buyer will get better attention by patronizing the central stations, which thereby gain closer relationship and good-will of the public, as each customer purchasing table lamps, etc., will have before him at all times something to remind him of the central station.

Nothing adds to the home as much

co-operation between the central stations' merchandising men and the company.

AN ASSORTMENT FOR THE SHOWROOMS

The committee feels that with the variety of lamps and shades that are now being offered by manufacturers of overlaid glass, various other types should be taken advantage of by the merchandise men of central stations and a well-selected assortment should be placed in their showrooms.

The most important part of this business is the fair returns that can be obtained from this class of goods—50 per cent or better on selling price. This means that the floor and table lamps have no service charges to be deducted from their gross profit, for if



E. W. Lloyd (right), manager Chicago (1919) Electric Show, stops R. H. Ballard, the N. E. L. A.'s new president, and R. J. McClelland, chairman of the association's technical section, to tell them all about the wonders of the big electrical exposition which Chicago electrical folk plan to put on in the fall.

as a well-placed lamp, whether it be a decorative floor lamp or one of a table variety, and it calls forth admiration from visitors, which fact gives the central station free advertising. Perhaps no other electrical merchandise is so constantly before the customer as one of the many styles of portable or reading lamps.

The table and floor lamp possibilities from a central station sales standpoint have been brought to such a point that manufacturers have become keenly alive to the fact that central stations are the logical channel through which to distribute their products. One of the largest lamp manufacturing companies has been so impressed that it has gone to great expense in making up a line of lamps, after consulting as to styles and designs with merchandise men from some of the central stations handling its line. The possibilities of an enormous output of floor and table lamps properly manufactured and displayed led this company to this close

a lamp is delivered properly, the sale is complete.

Report of Committee on Co-ordinate Advertising and Sales Campaigns

HENRY HARRIS, *Chairman*

N. H. BOYNTON	H. N. McCONNELL
J. E. DAVIDSON	J. C. McQUISTON
W. L. FROST	F. D. PEMBERTON
F. H. GALE	C. J. RUSSELL
L. D. GIBBS	M. S. SEELMAN, JR.
D. H. HOWARD	P. L. THOMSON
J. G. LEARNED	J. M. WAKEMAN

The large amount of national advertising being done by the manufacturers and the localized advertising being carried by the central stations, dealers and contractors with the co-operation of manufacturers, while of enormous value, has apparently failed to return the maximum benefit because of its being more or less "hit or miss" and haphazard.

A very careful review of the subject has made it appear to the members of the committee that the advertising which is being done by all concerned—manufacturer, central station, jobber, dealer and contractor—should have a distinct interest to the public. The very novelty of some appliance, while possibly not in itself a big money-maker either in its sale or in its current consumption, can be of immense benefit to the industry as a subject around which to popularize the use of electricity.

We have, therefore, really come to consider the method of large department stores in advertising "leaders" to attract the public to the stores as being typical of the plan for bringing together all electrical advertising to create a maximum interest in things electrical.

SIMULTANEOUS NATION-WIDE ADVERTISING OF LEADERS

The advertising of an electrical leader nationally, with simultaneous window displays and local advertising, will stimulate interest in things electrical and bring the people to the stores where electrical appliances are sold. Once the people are drawn into the store, if varied lines of appliances are well displayed and supported by demonstration and good salesmanship, increased sales of the entire line of appliances will follow.

The thought has not been necessarily, that more money should be expended, but rather that the money now being

spent might be used for more profit and larger returns to the industry as a whole.

On the theory, therefore, that definite drives or campaigns on electrical leaders would create a maximum of public interest in things electrical, the committee on co-ordinate advertising was appointed by the chairman of the commercial section; this committee being constituted of specialists in electrical advertising and electrical merchandising from manufacturers, central stations and allied interests.

Members of the committee, representing electrical manufacturers spending large appropriations for advertising, agreed that the plan was practicable, and that if a schedule of leaders was made up in advance, their plans for advertising could be made to line up with it. It was felt that such a schedule should be by months, and that two general classifications should be followed, *viz.*, electrical merchandising and lighting.

RECOMMENDATIONS ARE SUGGESTIVE ONLY

Of course, the recommendations that are made are suggestive only, and not compulsory, but it is believed that to follow the merchandising schedule herein outlined, will aid tremendously in popularizing the sale and use of electrical appliances, and to follow the lighting schedule will greatly stimulate increased and extended uses of electrical energy. Such manufacturers as have more or less extensive lines may wish to advertise not only the leader but other appliances at the same time, and this can be done easily by simply giving the leader in that particular month a prominent position in the advertising and subordinating the other lines to it.

In some months, the leader scheduled for the month cannot be used by some manufacturers, because they do not make it. In such cases, naturally, they will advertise as they have in the past such of their goods as they wish to push especially at that time.

SOME RESULTING BENEFITS

It should be borne in mind that it is not intended that the schedule presented by the committee shall be considered obligatory, but rather, that the whole schedule shall be merely suggestive. Those who take advantage of and properly carry out the plans for co-ordinating sales and advertising campaigns will doubtless receive increased benefits.

The committee in 1917 submitted a merchandising and a lighting schedule, which, from all reports, were quite freely adopted and followed by central stations and other dealers of electrical appliances, during the past two years. Reports from various sources, however, indicated that some slight modifications could well be made in the merchandising program, and the committee now submits the following



Showers, sunshine or Atlantic City's driving mists never delayed Charles J. Russell, of Philadelphia, chairman of the commercial section, were shown hastening to one of the commercial sessions where his system of red-and-white signals for flagging lengthy speakers, kept the sessions full of pep and punch. John Meyer, head of the power department of the Philadelphia Electric Company, stands beside his chief.

schedules, in which these changes have been incorporated:

MERCHANDISING SCHEDULE

January—Clearance sale.
February—Heating pads.
March—Vacuum cleaners.
April—Sewing machines and sewing machine motors.
May—Grills.
June—Irons.
July—Fans.
August—Clearance sale.
September—Washing machines.
October—Radiant heaters.
November—Toasters.
December—Electrical Christmas gifts.

LIGHTING SCHEDULE

January—Better lighting.
February—Outdoor lighting (tennis courts, playgrounds, etc.).
March—Stores and windows.
April—Residence.
May—Electrical advertising (signs, outline lighting, display lighting, etc.).
June—Public buildings.
July—Industrial.
August—Stores and windows.
September—Electrical advertising (signs, outline lighting, display lighting, etc.).
October—Residence.
November—Better lighting (with emphasis on office buildings).
December—Industrial.



E. R. Davenport, chairman of the merchandising committee, and Earl Whitehorse, staff humorist of ELECTRICAL MERCHANDISING, discuss the cause and cure of premature baldness and the easy-payment selling of washing machines to the Bolsheviks. Readers interested in originality in men's attire, have their attention called to Earl's famous stream-line, rumble-pocket jersey-vest, here photographed for the first time.



C. A. Greenwood, chairman of the "style merchandise" committee and merchandising manager of the Boston Edison Company. One of Mr. Greenwood's little specialties, we understand, is selling electrical bean-boilers to the intellectuals of his native village wherewith to bake their Saturday-night repasts.

Report of the Lamp Committee

FRANK W. SMITH, *Chairman*

The total sales of incandescent lamps for domestic use, excluding miniature, for the year 1918 amounted to 186,000,000 lamps, an increase of 9.4 per cent over the previous year, as compared with a gain of 17 per cent for 1917 over 1916. Of this total, 166,000,000 lamps were of the tungsten filament type, an increase of 12 per cent. There were 20,000,000 metalized filament lamps produced, including carbon and gem, a decrease of 9.5 per cent over the preceding year.

It will be seen that the tungsten lamp production represented 89 per cent of the total number of lamps sold in 1918, compared with 87 per cent for the preceding year.

Of the total tungsten lamps sold (166,000,000), there were 142,000,000 of the vacuum type, which was an increase over 1917 of 8.5 per cent, and 24,000,000 of the gas filled type, an increase over the previous year's production of 37 per cent.

GEM AND CARBON LAMPS

In the report of your committee of last year, it was stated that the demand for gem lamps was rapidly becoming less and less.

Since that time demand for gem lamps has ceased, and about the first of this year the manufacturers discontinued entirely their production so that no gem lamps are now available.

The demand for carbon lamps (excluding gem) continues about the same as for the past two or three years. Their use still appears, generally speaking, to be confined to such places where the service is so severe, due to

breakage and rough handling, that the robust quality of the carbon lamp is considered of more value than the higher efficiency of the tungsten lamp.

COUNTRY HOME LIGHTING OUTFITS

During the past two years there has been a very considerable development in the introduction of farm-lighting units. It is felt that there is no conflict of interest between the manufacturer of these home lighting outfits and the central station, and that it is very generally agreed that the activities of the small plant manufacturer can in no way harm central station interests; that every farmhouse which has an individual lighting plant is, in itself, an easier prospect for the central station when lines are extended, and that the farm places along the road of such extension are much easier prospects, when they do not have any kind of electric service, if some of their neighbors are already enjoying the benefits of electric light from these individual plants, and that these plants, when the central station service is so extended, are usually connected to the central station service.

COMPANY LAMP POLICY

It will be remembered that in the 1917 report the committee presented in considerable detail the results of a survey made among the Class A membership as to the methods followed in handling lamps.

This year your committee has undertaken to recanvass the members with a view to ascertaining the changes, if any, which have since taken place, and to report, so far as possible, full and complete information from member companies as to their present practice with respect to the incandescent lamp situation. This year, 50 per cent of the member companies have reported, the replies covering practically every state in the Union.

It was found from an analysis of the replies that they could be divided into four classes; namely, (1) companies merchandising only, (2) those which merchandise and furnish free renewals, (3) those which furnish free renewals only, and, (4) those which do not handle lamps in any manner whatsoever.

Included in the class (2) "Merchandising and Furnishing Free Renewals," are those companies furnishing certain types and sizes of lamps on free renewal, with a differential price to renewal customers for types of lamps not included within the renewal schedule.

MARKED TENDENCY TOWARD MERCHANDISING

The information gathered shows a tendency toward merchandising among companies of all sizes. While in 1917 63 per cent of the companies reporting were on a strictly merchandising basis, this year 79 per cent of the companies reporting are so operating.

In 1917, 30 per cent of the companies reporting were operating on the basis

of "merchandising and free renewals." This year but 8 per cent so reported, 16 per cent discontinuing free renewal and adopting a strictly merchandising policy, while 6 per cent discontinued entirely the handling of lamps.

The change in lamp policy, and the tendency toward merchandising, has been a slow but rather steady development, and has, no doubt, been somewhat accelerated during the past two years by the war.

There are still many notable examples of the free renewal policy, and your committee expresses no opinion as to the wisdom of this or that lamp policy which may be followed by the individual company, as it is too largely a local matter, and no one is as well qualified to determine the policy best suited to the individual local conditions as the company itself.

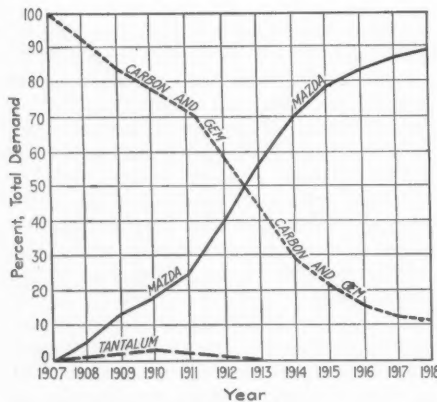
	SALE PRICE		[Companies Which Merchandise and Give Renewals]	
	Companies Which Merchandise Only	1919	1917	1919
At list.....	72%	57%	49%	42%
Less than list.....	11%	24%	22%	28%
At list and miscellaneous combinations...	17%	19%	29%	30%

In view of the trend toward the general merchandising of lamps, the committee feels that it would be interesting to direct attention to the new channels of distribution that are coming into existence.

Where member companies have adopted the policy of merchandising lamps, it is suggested that they participate, so far as may be possible, in



"Who's that bird pointing that camera at us, Fred?" asked J. E. Livor, Boston sales manager for Pettingell-Andrews Co. "Don't know him myself," admitted Fred H. Smith, assistant general manager of the Worcester Electric Light Company, "but I understand his great-great-granddad was a first-cabin passenger on the *Mayflower*." "All right, then," conceded Livor, "go ahead and shoot, young man."



The rise of Mazda lamp sales and the fall of the demand for carbon-filament units, from 1907 to 1918

any organized effort to supervise the distribution of lamps to their customers, seeing to it that the customers are provided with complete and full information as to lamp development and that the highest grade of lamps possible to obtain be made available.

The following description of the manufacturers' efforts to meet the new conditions of distribution will be of interest.

APPOINTMENT OF LAMP AGENTS

Retail merchants are appointed as lamp agents in sufficient number to insure adequate retail representation

for the manufacturer and at the same time provide convenient sources of supply to the consumer. Preference is given to the electrical contractor-dealer and to the hardware store, but in localities where such representation is lacking, other merchants are appointed as a matter of convenience to the consumer.

CENTRAL STATION CO-OPERATION

On the occasion of the adoption of the merchandising policy by three representative companies in the East, the lamp manufacturers were called into consultation with a view of developing plans whereby the three branches of industry could work together in such a way as to preserve proper standards and practices, and to assure the proper distribution of lamps. In announcing their new lamp policies, representatives of these companies appeared before representative bodies of contractor-dealers and explained to them the importance to the industry and consuming public alike of the retailer carrying on his operations in accordance with what is considered good practice.

This has been followed up from time to time through the medium of special committees consisting of representatives of the manufacturer, the central station, the jobber and the dealer. Great consideration is given on all such occasions, among other things, to the question of selling lamps of the

proper voltages. In this connection the manufacturer, in placing consigned stocks in the hands of retailers, takes care to see that lamps of a voltage suitable to the community are furnished.

As a means of further precaution in the matter of proper voltage distribution, these companies are about to adopt the use of a tag furnished by the manufacturer to be placed on all meters or service entrance as the case may be, calling the consumer's attention to the voltage lamp that should be purchased for his service. The consumer's interest will be concentrated on this device through the medium of specially designed local advertising, particularly in the way of flyers, blotters, etc., to be distributed through retailers and through the member companies interested, carrying the message that the consumer should consult the voltage tag on meter before purchasing lamps. Another method adopted by one of the large manufacturers is to distribute among dealers and agents a map on which is indicated the proper voltage for certain districts or areas supplied by the several companies.

URGE CO-OPERATION WITH CONTRACTOR-DEALERS

The committee feels that with the trend toward the general merchandising of lamps, where central station companies, due to their local conditions, find this policy to their best interests, every effort should be made to co-operate with the contractor-dealer and other distributors, so that they may acquire greater stability and become potential retailers of incandescent lamps as well as other electrical appliances, and that the central station company, operating under such a policy, should take an active part in conjunction with the manufacturer in supervising the distribution of lamps.

NUMBER OF CENTRAL STATION COMPANIES REPORTING VARIOUS LAMP POLICIES

Company Lamp Policy	Number of Lighting Consumers Supplied											
	Less Than 1000		1001 to 5000		5001 to 10,000		10,001 to 50,000		Over 50,000		Total	
	1917	1919	1917	1919	1917	1919	1917	1919	1917	1919	1917	1919
Free renewals only...	0	0	0	2	1	0	1	0	0	1	2	3
Merchandise only....	112	108	116	166	23	52	16	37	2	10	269	373
Free renewals and merchandise.....	15	3	56	18	25	7	28	7	8	6	132	41
Do not handle lamps.	4	25	12	20	2	4	3	8	0	0	21	57
Give renewals—make lamp service charge	0	0	0	0	0	0	2	0	2	0	4	0
Total.....	131	136	184	206	51	63	50	52	12	17	428	474

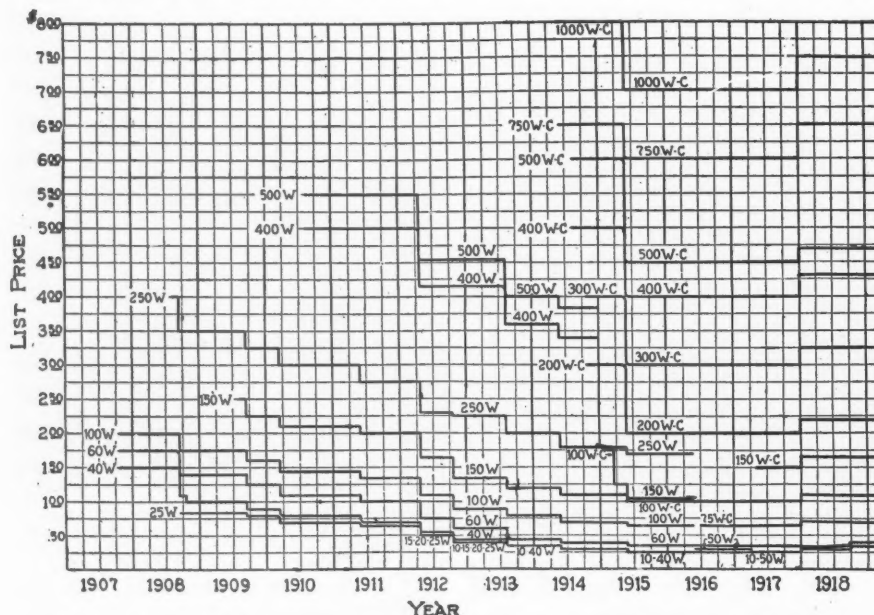


Chart showing price changes for all sizes of Mazda lamps, together with dates of introduction, for each type.

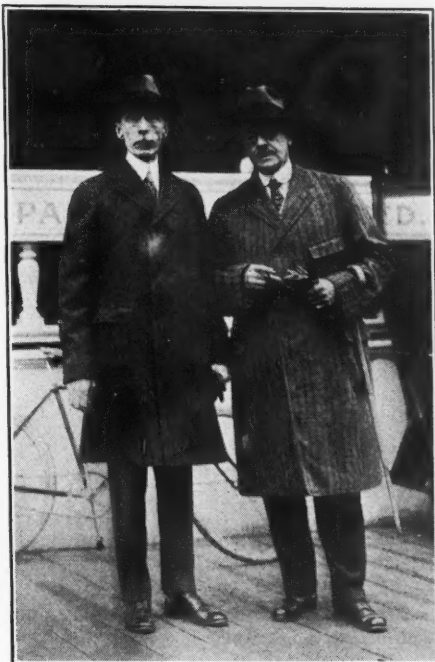
Report of Committee on Electric Ranges

C. E. MICHEL, Chairman

JOHN ABBINK	C. N. LEWIS
J. P. CLAYTON	B. S. MANUEL
J. D. A. CROSS	J. H. RISSE
THEODORE DWIGHT	J. F. ROCHE
C. E. GREENWOOD	R. B. SNYDER
GEORGE A. HUGHES	ADOLPH STRAUCH
HARTWELL JALONICK	F. A. WRIGHT
J. F. KILLEEN	H. E. YOUNG

We have every reason to believe that the year 1919 will be a formative one in which we will see the electric range gain a tremendous impetus. As to the section from which the demand will come opinions differ, and they differ by reason of the fact that practically every section of the country has sensed the awakening of interest in electric cooking.

The West and Northwest say, "The most favorable section of the country for electric range business is this section; here the demand will be just what we care to make it. The West has



If you wear gloves, that, of course, proves conclusively that you have 'em. On the other hand,—or, rather, both hands,—if you remove and carry them, it conveys the same information, in addition to giving your rings a chance! Charles Blizzard of the Electric Storage Battery Company, and W. M. Garland of the Ohio Brass Company have just figured it out.

momentum in the range business, which will gain as time goes on. The West has a higher percentage of its people under wire than have other sections of the country, a big advantage."

RANGE BUSINESS WAITING ON THE FLAG

The Far West says, "The farmers are all more prosperous than ever before; the possibilities seem unlimited and we think that within the next few years electric cooking and water heating in this section will be almost as universally popular as electric lighting."

The Middle West says, "The business is simply waiting on the flag; within six months from the word 'go' the high peak of 1917 will be passed; the territory is a progressive one, in which the rates for electric energy make it competitive with other fuels."

ELECTRIC COOKING A NECESSITY

From the South and Southwest comes the story that "Exceptional prosperity is here and in the making. Of course, this is the most favorable section for electric cooking as climatic conditions are such that electric cooking is almost a necessity."

From the North we hear that "While a considerable proportion of our population flocked to the industrial centers of the East, the returning tide has set in. It returns to a country the backbone of which is agriculture, which has enjoyed a wonderful prosperity. This wealth is manifesting itself in building operations and the demand for electric ranges is constantly on the increase."

ELECTRIC RANGE WILL RESTORE LOSS OF WAR LOADS

From the East we hear that those central stations which have experienced sharp reductions in consumption due to the stoppage of war work expect to get it back through the sale of electric ranges.

That the optimistic reports from those sections are warranted seems indicated by the report of one of our large manufacturers, who says: "Already we are receiving inquiries from central stations whose locations are so widespread and scattered that it indicates to me the awakening interest is apparently national in scope. It is logical to assume that those sections of the country most favorable to a resumption of range business will be where the development was at its highest at the beginning of 1918. On the other hand, the tone of our inquiries during the past thirty days would indicate to me that we may look for more prompt business from newer localities which have been taking stock of the more advanced situation in other sections and which are desirous of catching up with them in range development."

ENTHUSIASM FOR ELECTRIC RANGE HAS NEVER WANED

From reports received from every section of the country it is safe to say that the enthusiasm for electric ranges has never waned; rather, it has increased, and there is every indication that when present artificial barriers are removed the electric range will come into its own.



"Ajax" Marshall, executive secretary of the commercial and electric vehicle sections, brightens the Boardwalk with some of Broadway's latest modes in masculine apparel for slender figures weighing 185 and above.



And here we have the new Chokewell and Itchwood collars, as worn by Harry C. Abell of the American Light & Traction Company, New York City, the new treasurer of the N. E. L. A., and H. G. McConaughy, manager of exhibits on the Million Dollar Steel Pier.

Report of Committee on Residence Lighting

C. W. JOHNSON, *Chairman*
EDWIN MANDEVILLE, *Vice-Chairman*
C. M. BENEDICT A. E. LENNOX
J. C. CHESTNUT LEWIS A. LEWIS
W. B. CHRISTIE W. A. MCKAY
C. A. COLLIER F. H. MURPHY
J. F. DERGE FRED H. SCHEEL
S. C. DOWLING J. H. SLADE
C. J. EATON H. T. SPAULDING
ROBERT B. ELY F. C. TAYLOR
F. A. GALLAGHER G. W. UZZELL
JOHN S. HOGAN GEORGE H. WATSON
A. B. WOLLABER

One month after the armistice was signed the following questionnaire was sent to central station men in various sections of the country. The replies received are given in general terms after each question:

Do you expect industrial activity in your section to show material increase during 1919, and if so, will this result in a greater demand for new houses?

Answer.—The general impression seemed to prevail that we were to look for continued activity in industrial work. The housing conditions in many communities are so acute that immediate action is necessary. With labor and material becoming more plentiful, the building of homes should follow.

What plans do you propose to carry through during 1919 for the purpose of increasing your revenue from residence business?

Answer.—The active selling of electric merchandise was considered the best means of increasing the revenue. Only 50 per cent of those replying sold merchandise. The other companies de-

pend upon electrical dealers and contractors to push appliance sales.

Do you expect to solicit aggressively business of existing houses along your lines, and if so, under what plan?

Answer.—Extensive house-wiring campaigns are to be conducted by about 65 per cent of the central station companies from which replies were received. The other companies are considering only such business as will come unsolicited. The station and line capacity in some cases will not permit any additional load until new equipment is installed.

By what plans do you expect to increase the revenue you now derive from present residence consumers?

Answer.—The more extensive use of electrical heating appliances and the elimination of empty lamp sockets were considered the most effective methods of increasing the residence business.

Report of Committee on Store Lighting

A. L. POWELL, Vice-Chairman
C. T. BARNES E. MANDEVILLE
H. T. SPAULDING

It is the opinion of the committee that the industry requires some practical campaign methods which can be put into operation by both the large and small central stations with the least amount of executive supervision.

The first step in the campaign is the selection of the complete fixture which will be featured. It is most desirable to confine the selling effort to a minimum number of styles. As pointed out, there is no real need in the small store for individual treatment. With only one or two fixtures to show,



"Six-foot seventeen" Louie Gibbs, the extenuated advertising genius of the Boston Edison Company, who keeps the company's generating plants groaning with the overloads his selling campaigns keep piling on.



E. H. Ginn (left) and William Rawson Collier (right)—a happy combination of seller and buyer as they appeared at the Atlantic City N. E. L. A. convention. Both hail from Atlanta, Ga., where Collier holds down the titles of commercial manager and operating manager for the entire system of the Georgia Railway & Power Company. Ginn is the chief aristocrat of the sales department of the Atlanta office of the General Electric Company and keeps that office busy transmitting six-figure orders to Schenectady.

the purchaser is not confused and the salesman can become thoroughly familiar with all the essential features. Moreover, if fixtures are purchased in quantity, low prices should result, even in days of relatively high labor and material charges.

A GOOD UNIT AT A REASONABLE PRICE

It is to the interest of the central station to see that the merchant or consumer gets at a reasonable price an effective, well-designed lighting unit suitable for his conditions. At the present time it is somewhat difficult to obtain such a unit from local stocks. In other words, there is a lack of standardization of commercial lighting fixtures, particularly applicable to the small store. It is often necessary to secure the glassware from one concern and the fixture or metal portion from another.

It would be necessary to hold a conference between representatives of the central station and those manufacturers of lighting equipment in a position to furnish in large quantities moderate-priced complete fixtures suitable for store lighting. Sketches or designs of suitable units should be available and these analyzed as to efficiency of light distribution, general appearance, workmanship, design, cost, etc. A very important point to consider in connection with such a commercial fixture is the ease of shipment, stocking, etc. It is

most desirable that the complete units be packed in compact containers.

One or more types should be chosen which combine the desirable features of the different designs. Standard specifications would then be drawn up of the complete fixtures and turned over to the manufacturer for production.

FEATURES OF A STORE-LIGHTING CAMPAIGN

A few features of the campaign could well be:

Local advertising in daily newspapers with copy and electrotypes furnished by the manufacturers or main office.

Editorial or news stories on the value of proper lighting, copy furnished by headquarters.

Talks on lantern slide lectures before local boards of trade or merchants' association on "Modern Store Lighting," text and slides from Lecture Bureau service.

Booklet prepared by the publications committee on "Store Lighting" mailed to all prospects.

Neatly mounted photographs of typical store lighting with the standard units, for use by solicitors when calling on prospects.

Summary of certain sections of the *Electrical Salesman's Handbook* to give solicitors talking points on store lighting and ready means of calculating spacing, hanging heights and size of units desirable.

The general principles of show-window illumination are well understood and no store can be operated successfully under present conditions without



William A. Durgin, of the Commonwealth Edison Company, Chicago, whose lecture-platform smiles and clear thinking and speaking illuminate even the dull subject of factory lighting. Five per cent of the annual payroll spent on better lighting in one case increased production as much as 27 per cent, sez Bill. And with a scholar built big as Bill is, 't don't pay to stop and argue, say we.



It's easy to see why they call W. D'Arcy Ryan the wizard of spectacular lighting. With a light suit, and brand new straw capital, he stands out in a group of dark-suited conventioners like a horse in Detroit!

And on the other hand, illustrating the modesty characteristic of editors, observe the dark figure at the right, in the ministerial clothes and undertaker's collar—good old "Deacon" Onken, editor-in-chief of the *Convention Daily*, the *Electrical World*, etc., of whose wisdom one admirer hath said, "He is so sagacious that he is fooled by no one—not even himself."

good show-window lighting. The campaign will naturally include this phase of store equipment. As with the interior store fixtures, standard window lighting reflectors will be adopted and stocked.

By way of suggestion, it might be possible to make up standard window lighting outfits of metal moulding, having two, three and five sockets per strip of definite length. These could be wired in advance and simply screwed in place, lamps inserted and reflectors attached. This would keep the cost of installation at a minimum.

Report of Committee on Electrical Advertising

E. A. MILLS, *Chairman*
 H. I. MARKHAM, *Vice-Chairman*
 R. P. BURROWS W. H. MCINTYRE
 L. R. CRAWFORD J. C. MCQUISTON
 C. A. DEAN EARLE L. MILLIKEN
 C. J. EATON F. H. MURPHY
 R. E. HARRINGTON L. H. NEWBERT
 E. R. KELSEY E. S. PELLING
 W. H. MCBRIDE ELLIOTT REID
 W. R. SAMMONS

Electrical advertising appears to be standing on the threshold of a period of prosperity, unprecedented in its history. There are two fields for the extension of electrical advertising which present themselves at the present time:

1. Old signs, darkened by the edict

of the Fuel Administration and still hanging inoperative in front of their owners' establishments.

2. New signs, or more properly, new sign prospects.

In considering the first field, it should be the primary effort of the central station and others engaged in selling electrical advertising to see to it that these old signs resume their operation. It will be found, in the opinion of your committee, that mere neglect is at the bottom of the failure of sign owners to renew operation of the sign. The sign serves its function in the daytime, if it is the right kind of a sign, and during the months of war its owner became accustomed to getting along without making use of it at night. Inertia keeps him in the same path and there he will remain until sufficient impetus is given to push him back to his ante-bellum condition.

BRIGHTEN UP THE OLD SIGNS

In going after old business, your committee believes it to be the duty of every central station and every other agency dealing in electrical advertising to encourage the sign owners to brighten up their old signs, install new lamps, and take such measures generally as will add to the appearance of their signs.

With regard to new business, indications seem to point to a prosperous post bellum period when the various problems of reconstruction and reorganization have been solved. Reports indicate that the problems are being solved, and rapidly, and that this new business boom is about to begin. With



It's a real art to pose on the boardwalk without busting the leading edge of one's stick in a crack. See how well J. M. Perry of Johns Manville does it—gets his stick square in the middle of a plank without even looking! But as chairman of the exhibition committee, he's had experience.

this in view, distributors of electrical advertising should make every effort to see every prospect, and your committee feels safe in saying that the number of prospects is greater to-day than it ever has been and that it is being added to daily. In the list of prospects are included small merchants, who, up to the present time, have felt no need of electrical advertising. Sales to this class are exceeding all records, and larger firms are also making notable extensions in electric signs by adding new and larger ones.

INDUSTRIAL FIELD FOR SIGN BUSINESS

There is one field for electrical advertising which former reports of the committee on electrical advertising have not considered. That is the factory field, which as yet has hardly been scratched. There has been found to be a growing tendency among industrial concerns to advertise by use of signs. This is not strange, since in the majority of cases one of the concern's best advertisements is its plant, and there are thousands of factories in the United States to-day unidentified for the traveler or the casual passer-by. A gleaming electric sign on these factories would be a potent advertising factor. One large sign company during the past few weeks has contracted to supply factory signs totaling more than 100,000 lamps.

Your committee also wishes to emphasize the point that it is desirable to sell "electrical advertising" rather than "electric signs." The selling of electrical advertising seems to the committee to be a field by itself and as such



Dan Hegarty, vice-president Western Light & Power Company, Boulder, Col., telling C. L. Proctor, general manager Danbury (Conn.) Electric Company, about the hundreds of electric ranges and happy contented housewives on the lines of his company in northern Colorado.

worthy of the best efforts of the central station's sales organization. It seems probable that the fact that some central stations have had unproductive experiences with the sign business is due largely to the fact that sufficient thought, time and talent have not been devoted to its possibilities.

Getting Co-operation of Architects in Lighting Public Buildings

Central stations have from time to time promulgated plans to co-operate with consulting engineers and architects with varying success. But past results in no way nullify the fact that a more thorough understanding of the benefit of good lighting is essential to the architects, and that a closer co-



Fred M. Felker, editorial director of *ELECTRICAL MERCHANDISING*, *Electrical World*, et al., and George H. Sander, commercial manager of the Manchester (N. H.) electric lighting company, swapping yarns of the days when they were college cut-ups together back at Worcester Polytech.

operation is of paramount importance to both.

Central stations have likewise offered the services of their illuminating engineers or lighting specialists to the consumers through the method of newspaper advertising and handbills. But we fail to find that much concerted effort has been made to appeal directly to the class of business known as public buildings.

The report of the committee on lighting of public buildings, C. B. Regar, chairman, describes methods, first an effort on the part of the Commonwealth Edison Company to inaugurate a plan or propaganda of education with architects just put into effect; and, second, presents a plan adopted by the Philadelphia Electric Company several years ago to reach the controlling or

governing bodies of all churches, the results of which both from the commercial standpoint and the standpoint of improved lighting (with its better satisfied consumers), fulfilled all expectations.

Standardization of Appliance Plugs and Housings

"It appears that the committees of manufacturers, referred to in our 1917 report, have, because of the war and other reasons, made but little progress," reported the committee on wiring, R. S. Hale and S. E. Doane chairman and vice-chairman respectively. "The matter is now to be taken up by a committee of the Associated Manufacturers of Electrical Supplies.

"The chief progress that has been made is due to the consolidation of three of the large manufacturers who, as a result of the consolidation, have adopted standard prongs and standard housings on their appliances, these being arranged to take interchangeable plugs designed for use on the appliances of these manufacturers.

"These particular prongs and housings will also take at least two other plugs which have been designed for use either on flat prongs or on round prongs, which may differ slightly in dimensions and distance apart.

"While the design of these other plugs appears theoretically as though it might have poor contacts with resulting heating, yet if it should give commercial satisfaction, it will be a great help toward the practical standardization which will avoid the need of carrying several different designs of plugs, even if both flat and round prongs should continue in use.

"Although progress is being made, yet there are several reasons why the standardization of appliance plugs and of the prongs and housings should not be pushed too fast.

"It may, for instance, work out that different distances and dimensions should be used for articles that have heavy duty, such as good-sized flat-irons, while another design and set of dimensions may be so much better for articles of light use, such as fans, table lamps, etc., as to warrant having plugs that will not interchange. The use of 30-volt appliances may, or rather has, introduced other problems.

"There are all sorts of questions arising, and the committee feels that the most progress can be made by keeping the question actively before the manufacturers as well as by continuing the discussion among ourselves. The wiring committee has kept and will keep in close touch with the merchandising committee and with the manufacturers and their committees, and hopes that ultimately a wise standard may be arrived at which shall be of the greatest practical advantage to our customers who use so many appliances requiring plugs and cords."

Effective Outdoor Lighting Influences Use of Electricity for All Other Purposes

Outdoor lighting focuses public attention on the subject of lighting and keeps it alive in the minds of the people, points out Chairman H. H. Magdsick of the committee on outdoor lighting, in the committee's report.

"The extension of outdoor lighting will be reflected indirectly in higher standards of intensity in all commercial lighting installations and will even affect the use of electricity for illumination in homes and factories. Particularly at the present time do brilliant displays on every hand tend to promote confidence, optimism and a revival of trade.



"If we only had a contractor like Louis Kalischer in our town," said a central station man before the N. E. L. A. "co-operation with the local trade would be one sweet song." Besides being a leader among New York contractors, Kalischer is the kind of a merchandiser who goes to N. E. L. A. conventions to get ideas—and gives them, too, if anybody starts making remarks about retailers as a class!

"Our quickened sense of responsibility in the things which make for the public welfare should lead us to assist in building a vigorous Americanism by promoting the floodlighting of the American flag, so that every night it may be forced on the attention of millions, etherealized in its radiance, a compelling symbol of freedom and national unity.

"Throughout the land festivals of victory and peace are being celebrated. In every pageant, arch of triumph, court of peace or lane of honor, light should be the outstanding feature, for no other thing is so symbolic of the triumph of liberty, of peace and progress."

Electrical Merchandising

The Monthly Magazine of the Electrical Trade

Volume 21—June, 1919—Number 6

PUBLISHED BY MCGRAW-HILL COMPANY, INC., NEW YORK

Is There Any Money in the Retail Business?

THERE is one electrical merchandising concern in the United States which operates in a city of about 165,000 people which moves through a 16 ft. by 40 ft. store \$175,000 worth of merchandise a year. It does this business on an invested capital of \$20,000. Thirty per cent of its sales are washing machines, and practically an equal percentage comes from vacuum cleaners. This concern believes there is money in the merchandising end of the electric trade.

Sell Him the Accessories, Too

ONE of the most attractive features of the farm-lighting plant business is undoubtedly the field it opens as a permanent and profitable outlet for auxiliary supplies. The purchaser of a farm-lighting set, even though at the outset he had in view simply the lighting of his building, can soon be educated to the fact that better lighting is by no means the sole benefit to be derived from his outfit.

The possibilities of the auxiliary equipment business are not at all limited to such familiar devices as electric fans, vacuum cleaners and electric cooking devices, but includes small motors for a host of farm purposes, besides many other little-thought-of necessities, for which the buyer of an isolated lighting plant is ready customer.

Dealers who realize that every purchaser of an isolated plant is a potential buyer of many electrical devices, and who cultivate this field intensively, will reap double rewards from the effort expended in placing the original outfit.



Selling To the Automobile Trade

AUTOMOBILE owners have money—or did once—and are good prospects for home appliances. The way to get in touch with these motor people is to offer them something they want. And when they come into the store to have their batteries inspected they can be shown toasters, fans and things. If the ladies wait in the car while Friend Husband selects a lamp or a fuse, they should be invited into a comfortable waiting room—and shown some of the latest things in boudoir lamps! Why not?

Outlets and More Outlets!

WE CASUALLY stepped into a new house which had a "For Sale" sign on it, the other day. The price was \$20,000—and, being interested in lighting, we inspected the provisions made for lighting. The usual ceiling outlets were in evidence, but in the entire house only one baseboard outlet was discoverable; this one was in the living room. How was the householder to experience the joy of portable lamps in the living room, in the vestibule, in the upper hall, in the bed-chambers, etc.?

How was he to enjoy the convenience of easily connecting electric heaters, the vacuum cleaner, and other electrical devices? Could he be expected to purchase these if he could not attach them conveniently? Contractor, dealer, central station, architect and others, have you served that householder by permitting a \$20,000 house to be built without numerous convenient outlets? And, what is by far the worst feature of all, this house is not an isolated case. Let us have outlets—and more outlets.



There's No Sense in Waiting—Let's Go!

MORE than six months have passed since the armistice was signed. When the Hun threw down his arms, fell on his knees, and shouted "Kamerad," the buyers of the country said, "Now watch prices come down. When they do, we'll buy." And since that day, with a patience equal to that of the venerable scientist in his laboratory, the buyers in almost all industrial and commercial lines in American life have kept prices under their microscopes, as it were, and have waited for those prices to fall. Perhaps never in the economic and financial history of the United States has there been such a prolonged "silent assault," such a "watchful waiting," as this.

But prices have not fallen. Or, if any have, they have been as few and as hard to find as Gratiano's "two kernels of wheat hid in three bushels of chaff." So why not look the fact squarely in the eyes? Prices probably are not going to fall very much very soon. We are on a new high-price level. We are likely to stay there for some time.

"The sooner the business men of the country take this view and adjust themselves to it, the sooner will they save themselves and the nation from the misfortune which will come, if we persist in our present false hopes. . . . Falling prices mean hard times for the individual and for the nation. Business men are going to find out that the clever man is not the one who waits, but the one who finds out the new price facts, and acts accordingly," warns Prof. Irving Fisher of Yale University.

There's no sense in waiting and watching, Mr. Electric Man. LET'S GO!

HINTS FOR THE CONTRACTOR



Ideas on Estimating, Stock Keeping, Shop and Construction Methods, and Collections

"He Profits Most Who Serves Best"

"If the electrical contractor starts out with the idea 'that he profits most who serves best' the question of competition will not be such a serious one," declared Fred B. Adam, chairman of the electrical merchandising committee of the National Association of Electrical Contractors and Dealers in his recent report to the membership, "particularly if he analyzes the common remark of a prospective purchaser that he can purchase a certain article at so and so for less money. This is the most vicious and barbarous kind of competition, and in a great majority of cases when run down to a final decision is found to be only the customer's desire to purchase at a cheaper price. The committee would suggest that the best quality of merchandise has the least competition, and if regularly sold at the manufacturer's selling price is more staple than if left to the judgment of the particular dealer who is making the sale. This does not, however, mean that only one-price articles should be considered. It is a known fact that first-quality articles are made by several manufacturers, who differ in the price, which is always an advantage to the dealer in advertising as well as selling to the customer. However, we believe that close co-operation between association members and the central stations will eliminate the bugbear of competition to the greatest extent.

A CO-OPERATIVE COMMITTEE IN EVERY COMMUNITY

"Co-operation, if less talked about and more applied, we believe would spell success for the electrical appliance merchandiser in the shortest possible time, and your committee urges upon you that this co-operation is positively necessary in the electrical industry, and must include all branches of the industry as included in the various conditions of each

locality. It must include the closest co-operation between the contractor-dealer, jobber, and central station, and if possible the manufacturers or representatives of manufacturers.

"Your committee suggests that a co-operative committee consisting of one or two representatives of each of the above branches of the industry be formed to take charge of the local merchandising campaign, and that this co-operative committee be continued as long as the necessity continues in the locality."

Layout for Combination Battery - Charging and Appliance Business

BY F. E. HABBERTON

During the recent restriction in building activities, one Kansas City electrical contractor went actively into the sale and servicing of storage batteries for gasoline automobiles, with good results. The site selected, 2720 McGee Street, proved a splendid location for this automobile business, as 18,000 cars, by count, pass the building daily, and during the first seven weeks 1100 batteries were sold.

The sketch shows the new building constructed by the Randall Electric Company at the above address, to

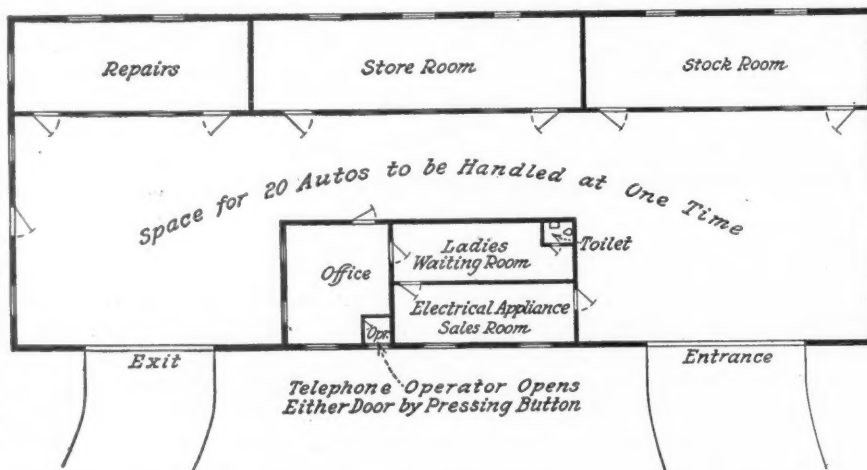
serve its combination business in electrical battery charging and electrical appliances. Note the layout by which the retail electric shop has a front location, with show windows. Also the ingenious door control by which the telephone operator in the office can operate both the entrance and exit doors.

This storage-battery business has proved a profitable side line for many dealers, in Kansas City as elsewhere.

How Overhead Expense of Contracting Varies, Depending Upon the Amount of the Work

From Figures Compiled by the Massachusetts Association of Electrical Contractors, J. E. Wilson, Secretary

Price of Material and Labor Delivered on Job	Percentage of Overhead	Price of Material and Labor Delivered on Job	Percentage of Overhead
\$200	52.0	\$2,900	25.4
250	48.5	3,000	25.0
300	46.5	3,500	23.6
350	45.3	4,000	22.5
400	44.0	4,500	21.7
450	43.0	5,000	21.0
500	42.0	5,500	20.3
550	41.2	6,000	19.7
600	40.5	6,500	19.2
650	39.8	7,000	18.7
700	39.2	7,500	18.2
750	38.5	8,000	17.8
800	37.9	8,500	17.4
850	37.4	9,000	17.0
900	36.9	9,500	16.6
950	36.4	10,000	16.2
1,000	36.0	11,000	15.5
1,100	35.0	12,000	15.0
1,200	34.2	13,000	14.7
1,300	33.4	14,000	14.5
1,400	32.7	15,000	14.3
1,500	32.0	20,000	13.2
1,600	31.3	25,000	12.2
1,700	30.7	30,000	11.5
1,800	30.1	35,000	11.0
1,900	29.5	40,000	10.8
2,000	29.0	45,000	10.6
2,100	28.5	50,000	10.4
2,200	28.0	60,000	10.0
2,300	27.6	70,000	9.6
2,400	27.2	80,000	9.3
2,500	26.8	90,000	9.1
2,600	26.4	100,000	9.0
2,700	26.0	130,000	8.7
2,800	25.7	160,000	8.5



Floor plan of the new building of the Randall Electric Company, Kansas City, showing provision for battery-service business and for retail appliance selling. The Randall company went into this battery-service business during the period of war-time restrictions in its regular contracting work.

Fuse Sizes for Industrial Motors

By A. B. COLE

Westinghouse Electric & Manufacturing Company

The proper size of fuse for a motor is too often guessed at by haphazard methods. The motor's normal operating current is given by the maker on the nameplate, but fuses are properly selected of a larger capacity to allow for starting and for momentary overloads. Hence it is rather more usual for the maintenance man to select his fuses "by guess and by gosh," with a view to their permanence in service rather than the safety of the motor they are supposed to protect.

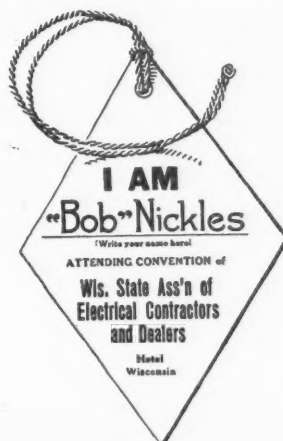
In order to give a practical working idea of what sizes to use, the Westinghouse company has prepared the accompanying tables. These are based on the following assumptions as to size of fuse required to stand starting current without blowing:

Type	Times Fuse Load Current at Starting
Polyphase wound rotor.....	1½
Squirrel cage (thrown on line).....	3
Single-phase repulsion induction with rheostat.....	2
Single-phase repulsion induction without rheostat.....	4
Direct current.....	1½

Since the fuses for squirrel-cage and repulsion motors without rheostats are, respectively, rated at three and four times full-load current, they

give practically no overload protection. Hence it is recommended that double-throw switches be installed connecting the motor through fuses of one and one-fourth times full-load rating (as under wound-rotor sizes) for running, and through the regular heavier fuses or direct to the line for starting.

Name Tags Introduce Everybody at Convention



The chief value of any convention lies in the new acquaintances made and the new ideas received through personal contact and discussions. Many electrical men go to meetings, sit in the rear, and slip out when the sessions are over, without making friends with others of their craft. To get folks acquainted, some convention committees are now furnishing tags like that pictured. These tags are issued to everyone present, with instructions to "fill in your name, and tie the tag to your button-hole."

Dealer's Free-Repair Offer Wins Customers

By LLOYD C. BREHM

In order to attract new business into his store, a Richmond, Va., dealer advertises broadcast his offer to make, free-of-charge, any minor repairs to appliances that are out of commission. In cases where new parts are required, he charges for these at the usual retail price. In most instances, however, the devices can be restored to service by a simpler screwdriver adjustment without cost to the owner.

This free repair service has proved itself a valuable source of new business for this dealer, for each new customer with whom contact is established invariably comes back the next time he wants to buy something electrical. Moreover, in at least five out of ten cases, the store visitor who goes out with his repaired appliance, also purchases a flashlight or some other device, so that "the house" cashes in immediately on its generous offer.

Daily Weather Reports Help Sell Fans

The weather has helped many a salesman in closing a fan sale. It can be made to help on other sales, too. Here's a suggestion from the Society for Electrical Development that you can use in your window:

Weather report cards can be secured daily from the local Weather Bureau, or call up your post office, and they will tell you how to get them. The only condition is that you agree to display the cards where the public will see them. Post the cards in your window daily. Whenever possible, tie up the report with a selling argument. For example: "Weather for Monday—Fair and Warmer."

Mount this weather card on a larger card bearing this message: "Washing will dry well to-day. With an Electric Washer and Iron there will be no left-overs for Tuesday."

Or another one: "Monday—Probably rain. Use an Electric Washer to-day. Dry your clothes with an Electric Fan."

Again — "Hot Wave Expected Wednesday night."

PREPARE!

Get that Electric Fan To-Day and You'll Forget the Hot Wave.

You will find plenty of other ways to make the weather help you sell.

DIRECT CURRENT MOTORS			
Horsepower	115 Volts	230 Volts	550 Volts
1	10	5	3
1½	15	8	3
2	20	10	5
2½	25	12	6
3	30	15	6
3½	35	15	6
5	50	25	10
6½	65	35	15
7½	70	35	15
8½	85	45	20
10	90	45	20
11	100	55	25
12½	110	60	25
15	125	70	30
20	175	90	35
25	225	110	45
30	275	125	55
35	325	150	65
40	350	175	75
50	450	225	95
60	550	...	110
75	150
100	200

THREE-PHASE WOUND-ROTOR INDUCTION MOTORS			
Horsepower	Fuse Rating (Amp.) When Voltage Is		
5	220	440	550
7½	20	10	8
10	30	15	12
15	40	20	15
20	50	25	20
25	70	35	30
30	85	40	35
35	100	50	40
40	125	60	50
50	150	70	60
60	175	80	65

TWO-PHASE WOUND-ROTOR INDUCTION MOTORS			
Horsepower	Fuse Rating (Amp.) When Voltage Is		
5	220	440	550
7½	20	10	8
10	30	15	12
15	45	25	20
20	60	30	25
25	70	35	30
30	90	45	40
35	110	55	50
40	120	60	60
50	150	75	70

THREE-PHASE SQUIRREL-CAGE MOTORS			
Horsepower	Fuse Rating (Amp.) When Voltage Is		
½	110	220	440
1	12	6	3
2	20	10	5
3	35	20	10
5	50	30	15
7½	90	45	25

TWO-PHASE SQUIRREL-CAGE MOTORS			
Horsepower	Fuse Rating (Amp.) When Voltage Is		
½	110	220	440
1	10	6	3
2	20	10	5
3	35	15	10
5	45	25	15
7½	80	40	20

An Aid to Higher-Intensity Lighting Sales

Dealers who are endeavoring to sell industrial and store customers lighting of higher intensity can strengthen their arguments by showing the customer data on approval intensities for his trade issued by authoritative state or national bodies. As one instance of data that can be used for this purpose attention may be called to the Code of Industrial Lighting issued by the Industrial Commission of Ohio at Columbus, Ohio. This code contains eight pages of data on many industries and trades. The accompanying table is taken from one of the pages to show how the data are prepared.

	Foot-Candle Intensity	Mini-Intensity	Man-datory	Prefer-able
Jewelry and Watch Manufacturing:				
Bench work and extra fine machine work.....	G	5	8 to 10	
Machine work.....	G	5	8 to 10	
Stamping.....	G	5	8 to 10	
Engraving.....	G	5	8 to 10	
Jewel working.....	G	5	8 to 10	
Laundries and Dry Cleaning:				
Sorting and marking.....	E	2	3 to 9	
Washing.....	D	1	2 to 6	
Mangles and machine ironing.....	E	2	3 to 9	
Pressing and hand-ironing.....	E	2	3 to 9	
Dry and steam cleaning.....	E	2	3 to 9	
Leather Manufacturing:				
Cleaning, tanning and stretching, etc.....	D	1	2 to 6	
Cutting, fleshing and stuffing.....	E	2	3 to 9	
Finishing and scarfing.....	F	3	4 to 12	
Vats.....	C	1	1 to 3	

The Time to Make Suggestions

A dealer who makes a big feature of the suggestion of additional appropriate goods to customers who make purchases, points out that the time of the suggestion is very important. Unless it is timed just right, it is not likely to lead to a sale. It should be made within a few seconds after the customer has made her first purchase. If we take the customer's money, get her change, hand it to her, and suggest something else, it is likely to be too late. She doesn't want to go through the whole operation of buying and getting change again. Unconsciously she regards buying as a closed incident, for the time being at least.

Neither is it wise to talk about selling her something else before she has finished selecting the article she came in for. One dealer who has given a great deal of study to the matter states that the suggestion of

an associated article is most effective when made within eight seconds after the completion of the first sale, it is a matter that is worthy of study—*The Electrical Dealer, Toronto.*

Be Your Own Advertising Man

BY EARLE ENGLISH

Whenever Adam J. Jander, an Albany, N. Y., contractor, leaves his shop, he takes with him a handful of blotters or circulars advertising his

business, and leaves some of these on the check counters, writing tables, and desks of any bank or office he happens to be passing. In this way he distributes several dozen advertising circulars and blotters each day, in places where he knows they will be seen by prospective customers.

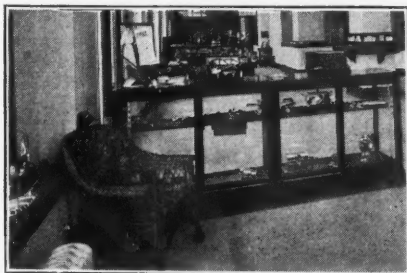
Mr. Janders has been able to trace much business to this unique way of advertising his store, and many good customers have told him that they first got acquainted with his shop through a blotter or circular lying on the check counter at the bank.

Convenient Partial Payment Wiring Contract

ELECTRIC WIRING SIGN HANGING MOTOR REPAIRING		GUARANTEE ELECTRIC SHOP 46 STATE STREET CITY: PHONE 1380 BATTLE CREEK, MICH.		ANNUNCIATOR SYSTEMS TELEPHONE SYSTEMS BURGLAR ALARMS	
The Guarantee Electric Shop hereinafter known as the party of the first part, agrees to install the light outlets, fixtures and switches as checked below; for the party of the second part agrees to pay as per terms checked below. The material remaining the personal property of the party of the first part, the party of the second part having no right to sell, assign or encumber the same until fully paid for. All work on this contract is to be of the National Electric Code Standard and any change from the contract as shown shall be in addition to the above mentioned price.					
Fixture	Quantity	Unit Price	Total Price	Fixture No.	Glassware
Ceiling Outlet					
Side Wall Outlet					
Single Pole Sw. Outlet					
3 Point Sw. Outlet					
Flush Receptical Outlet					
Single Pole Flush Sw.					
3 Point Flush Sw.					
Single Pole Snap Sw.					
3 Point Snap Sw.					
Flush Receptical					
Buzzer Bell Outlet					
Push Button Outlet					
Battery or Transformer					
<i>Alloy Steel</i>					
Front Porch	1	1	1	4972	#82-B ✓ 4 S 110/40
Vestibule	1	1	1		
Lower Hall	1	2	1		
Upper Hall					
Parlor					
Living Room					
Dining Room					
Music Room					
Library					
Den					
Kitchen					
Bedroom No. 1					
Bedroom No. 2					
Bedroom No. 3					
Bedroom No. 4					
Bedroom No. 5					
Bathroom					
Lavatory					
Refrigerator Room					
Rear Entrance					
Back Porch					
Laundry					
Basement					
Attic					
Garage					
REMARKS:					
ACCEPTED <u>3/3/19</u> GUARANTEE ELECTRIC SHOP, PER <u>Speed</u>					
PARTY OF THE SECOND PART <u>John Doe</u> ADDRESS <u>54 Winter St</u>					
Battle Creek, Mich. <u>3/3/19</u>					
I hereby promise to pay to Guarantee Electric Shop or order <u>sixty dollars</u> \$ <u>60.00</u>					
as follows: Check below method of payment.					
Signature _____					
Address _____					
<input type="checkbox"/> Payment in full on completion of work.					
<input type="checkbox"/> Payment in part \$ _____ with acceptance. Balance \$ _____					
<input checked="" type="checkbox"/> Payment in part \$ <u>25.00</u> upon completion. Bal. per mo. \$ <u>5.00</u>					

A printed form that serves the triple purpose of wiring contract, part-payment note, and schedule of work is used by the Guarantee Electric Company of Battle Creek, Mich. The number of items of each type required is inserted in the cross-sectioned space, and lamps are entered at the right of the page. Terms of settlement can be indicated at the bottom of the page by the insertion of a very few figures. When this contract is accepted and signed by the purchaser it becomes a note. Some of the ideas incorporated into its make-up were secured from Liberty Bond subscription blanks.

Don't Let Your Customers Grow Footsore



Of course there will be times when one customer is kept waiting while another customer is served. You will build a reputation for courtesy and service, and win all sorts of good-will among the women folks especially, if you show that you consider the comfort of your patrons by placing an easy chair for the use of the customer who must wait. This illustration shows a central station's store, but the idea holds good for the dealer's store also.

Don't Over-Buy

BY L. E. SMITH

Many a man has entered business, done well for a year or two and then been closed out by the sheriff simply because he has not been careful in his buying. There has been no time in the business career of the business men of the country when careful buying is more necessary than is the case to-day. Prices are uncertain. They may change soon and they may remain as they are. For this reason over-buying is dangerous.

At any time, however, it is dangerous to buy in any larger quantities than are needed to carry on the business. The secret of careful buying is to buy those goods and in those amounts that the largest variety can be carried for the money invested and the stock can be turned the maximum number of times.

It is not big discounts that are to be sought. If big discounts are secured only through buying larger quantities than the business can profitably handle, these big discounts have proved a very expensive luxury, a luxury that if enjoyed for too long a time will put the business out of existence.

What is essential in buying is to invest the money in such a way that the stock carried will sell at the maximum rate and the capital used can be turned over the maximum number of times in the course of a year. It is the number of profits that can be secured and not the size of the discount that is most important.

When buying it is well to bear in mind that six orders, each for a dozen of six different items, will sell just six times as many goods as a sin-

gle order for six dozen of one item. Six orders give six profits. One order gives one profit.

Buy merchandise, not discounts. Buy for profits, not for quantity. Buy goods that sell, not those with long profits. Remember the business man is in business to sell goods and not to store them. His profits depend upon sales, not upon the quantity of goods that is shipped to him.

A Window to Show Comparative Value of Lamps

A window display that shows the relative value of carbon, tungsten and gas-filled lamps is easily set up and attracts much interest.

Divide the window into three sections, partitioned off with cardboard. Each lamp should occupy one section, and the three should be wired in series, having the wiring in plain sight. A sign explaining that each lamp is receiving the same amount of current should be placed above the exhibit, and a card should be used in each section describing the lamp below it. Lamps of the same wattage should, of course, be used.

"LET'S GO!"

We must do our best to make the change from war work to peace work as easy as possible. Co-operation is the big thing needed now.

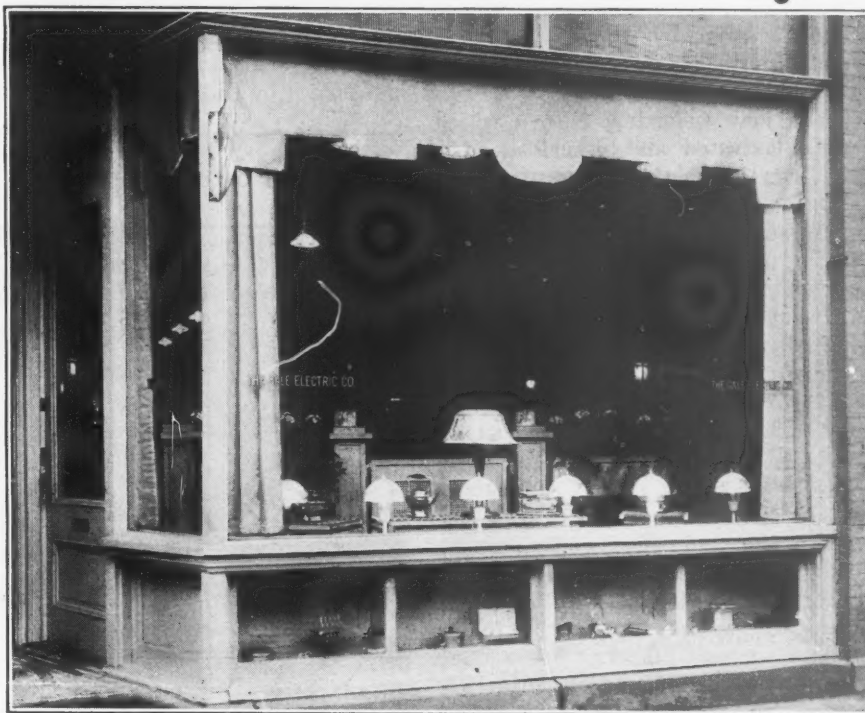
The general scheme described is that which has been used in many United States Army buildings which have been erected within the last year or so in various parts of the country.

Novel Lighting and Window Arrangement for Displaying Appliances

The novel and attractive show window in the new store of the Gale Electric Company, Bridgeport, Conn., permits unobstructed vision of the shop interior, from which the window space is separated by a low partition made up of a gate and flower boxes. These flower boxes are electrically lighted so that lamps of various colors can be switched on to illuminate the flowers. The side-lights are all in blue, and with the French gray woodwork and blue hangings, make an attractive effect.

In the panel space below the main window, advantage has been taken of the opportunity to display the smaller electric heating and cooking appliances.

The gateway in the partition at the rear of the main window permits any heavy appliance like a washing machine, dishwasher or electric range to be rolled into the window space without lifting or hoisting the exhibits into place.



Small appliances are shown to advantage in the lower panels. The larger, heavy devices can be moved into the main window space through the gateway, without lifting or hoisting. The flower boxes are lighted by lamps of various colors.

Show Window, Counter, Mail Advertising and Specialty

DEALER HELPS



*What the Manufacturer Offers to
Help You Get More Trade*



Converting Helmets Into Lighting Fixtures

Military helmets which the soldiers bring home may be made both ornamental and utilitarian by converting them into indirect lighting fixtures for illuminating small rooms through the use of fittings procurable from the National X-Ray Reflector Company, 233 West Jackson Boulevard, Chicago. This equipment, which includes a canopy complete with an insulating joint and a fiber ring, three suspending chains finished in the color of the helmet, an interior lining for the helmet, and a small X-Ray reflector for 100-watt or 150-watt lamps, is known as No. 3921-D.

Two Folders For C.H. Devices

"C-H Electric Soldering Irons and Hand Tools" is the title of a new eight-page 3½-in. x 6-in. folder which not only illustrates and describes the standard sizes of electric hand-soldering irons, but also calls attention to an automatic soldering iron-rack and a new soldering fixture manufactured by the Cutler-Hammer Manufacturing Company of Milwaukee and New York.

The new soldering fixture which was illustrated and described in a previous issue of *ELECTRICAL MERCHANDISING*, facilitates certain soldering operations when the manufacturing processes permit bringing the object to be soldered to the iron.

It automatically prevents overheating of a soldering iron, prolongs its life and increases the working value of the iron.

The booklet also makes mention of the C-H current regulator, and the C-H seventy-fifty switch which may be installed on the cord of any soldering iron and permits easy current control. Prices, dimensions, and other data are furnished. Space is provided for imprinting the folder for dealers and jobbers.

"Sockets to Harmonize" is the title of a four-page two-color envelope stuffer just issued by the same company, which emphasizes the harmony

obtained through the use of C-H push-button porcelain sockets with white enamel fixtures.

The new folder lists the pendent and fixture types of push button porcelain sockets as manufactured by the Cutler-Hammer Manufacturing Company and is intended for distribution by jobbers and dealers when imprinted for them.

"A Morning of the New Era"

For the distributors of General Electric appliances, the Edison Electric Appliance Company, of Chicago is sending out a new and distinctive window display, entitled "A Morning of the New Era," picturing a modern American family enjoying an electrically made breakfast on the summer porch. It is not an oil painting, but is made from an oil painting, and is mounted on a wooden frame and made on canvas so that only the closest scrutiny can detect the difference.

The unusual beauty and marked originality of the display will undoubtedly insure its popularity with dealers, who may have it on application. Suggestions for setting up the display in the window to best advantage are given in an elaborate folder just issued by the company, together

with advance reproductions of the full-page color ads which leading magazines are to carry in the next few months as part of the company's national campaign.

An Electric Kitchen for the "Woman Ex-War-Worker"

Not "Come out of the kitchen" but "Back to an electric kitchen" is the word the Edison Electric Appliance Company, of Chicago is trying to get its dealers to bring to the woman war-worker who found herself without a job when the armistice was signed.

The company recently issued the second of a series of broadsides in the national publicity campaign which it is conducting to put the Hughes electric ranges in the homes of the patrons of its dealers. "With the return to their homes of women who have been for the past two or three years interested in war-time activities and the many labor-saving methods with which they have come in contact, these women are going to be doubly interested in the subject of reducing labor in the home," it says.

Featured in the broadside are reproductions of the full-page magazine advertising which the company is running in the summer months, and pictures of the extensive line of Hughes ranges which the company handles. Newspaper ads, movie slides, car cards and folders are also shown, all to aid the dealer to "tie in" with the big Hughes campaign, now in full swing.

A Poster Appeal to the Nation's Housewives



Here is the new poster advertising the Western Electric washing machine, which the Western Electric Company is sending broadcast to its dealers all over the country. It is a distinct achievement in poster design, in that it reduces to twenty-seven words everything in the way of feminine appeal that could be said about the machine—and moreover has an unusually attractive girl as its "leading lady." The photograph was taken at the Western Electric exhibit at the N. E. L. A. convention at Atlantic City.

"Linking Up" an Advertising Campaign

"A chain is no stronger than its weakest link," thinks the P. A. Geier Company of Cleveland, Ohio—and so, to eliminate any and all weak links, it has prepared for distribution among its dealers a large and handsome booklet telling about all the sales helps it is ready to supply those handling its chief product, the Royal electric cleaner.

Reproductions are shown of the full-page ads appearing in the nation's leading woman's magazines, and of the large window posters prepared by the company. A complete line of dealer helps is also shown, including newspaper ads and separate cuts, colored display cards, window trims and window display suggestions, motion picture slides, folders and booklets. Among the latter is "Easier Housekeeping," a neatly-bound attractive book supplied the dealers for free distribution and welcomed by housewives.

"Wise Investments"

This is Mazda Ad Book Number Five. You have a copy; probably you've already used it. If not, better dig it up and look it over again for free newspaper plates or mats and lantern slides for advertising your lamp business. Detachable coupons for ordering plates and slides are found in the back of the book. In addition to showing news-



A new dealer-help book prepared by the National Lamp Works

paper plates of various sizes, suitable for straight Mazda lamp advertising or for tying up with house-wiring or fixture campaigns, the book tells how to handle newspaper advertising, select plates and use them.—*The Stimulator*.

"How Washing Cleans Clothes"

"Dirt is simply dust held into the clothes by grease, either from the body or from the atmosphere," says a new folder just issued for dealers by the Blue Bird Appliance Company, St. Louis, manufacturers of the Blue Bird electric clothes washer. "When you use soap with water, the soap properties dissolve the grease that holds the dust or dirt on the clothes, and then the water flushes out the dirt or dust which has thus been freed by the soap properties."

"Not many women really understand how dirt is washed out of the clothes by the action of the soap and water. Most women think that it is the rubbing on the scrub board that takes out the dirt. This is not true. When you bring the clothes up on the washboard, you carry the water along with them, and then when you press downward on the board, you force the water through the clothes. When you rub a sleeve edge between your hands, this same thing happens. It is not the rubbing but the forcing of the water through the clothes which does the cleaning."

The folder describes in detail how the Blue Bird machine operates and how it saves the clothes, and ends with a summary of the main features of the appliance.

Campaign Sells 1000 Cleaners in Month

One thousand vacuum cleaners sold in thirty days, from April 1 to May 1, was the record made by the Philadelphia Electric Company, in its recent selling campaign.

As outlined in *Volume and Velocity*, the new home organ for the dealers published by the Eureka Vacuum Cleaner Company, Detroit, the first issue of which appeared in May, this sales campaign was of particular interest, no "reduced price" or "free trial" features being offered as inducements. The initial payment of \$2.50 for a Eureka machine, backed up with considerable display adver-

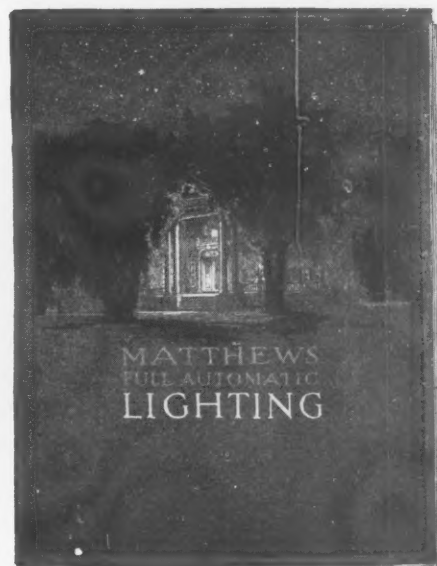
tising, stickers with the light bills, street-car cards and a "high-speed" sales force, "turned the trick."

"Sticking to old copy when it proves a winner in advertising" is Eureka's policy, says *Volume and Velocity* on another page. The most fruitful plan found so far is the "ten-day free trial" plan, with a campaign lasting four, five or six weeks.

"Lighting"

The new catalog of lighting plants just published by the Matthews Engineering Company, Sandusky, Ohio, is somewhat of a departure from the usual type of electric light plant catalog. The first twenty-eight pages of this book are devoted to the idea of lighting rather than the sale of lighting plants. Beginning with a frontispiece entitled "The Dangers That Beset Men Lurk in the Dark," the text and the hundred photographic halftone views in the first half of the book present the idea of more light and better light for every home.

From this point the catalog develops the story of the Matthews complete line, consisting of the smallest lighting plant, 300-watt, fifteen-light size, up to the portable power plant developing 25 kw., used by the government in the war. A number of very fine official photographs illustrating the application of the lighting plants by the government in France is a feature of one section of the book. Plant lighting on farms and community lighting are other subjects fully treated.



The Matthews Engineering Company is supplying this Dealer Help on request

"The Road to Cleanliness"

Dainty and attractive and comprehensive enough to satisfy all the demands and doubts of the fastidious housewife is the new booklet being distributed by the Hoover Suction Sweeper Company, North Canton, Ohio. Refinement and high artistry of workmanship and contents are the distinctive marks of this booklet, with its blue, white and gold cover, entitled "The Road to Cleanliness."

The first division of the booklet describes in detail the history and method of sweeping and dust removal, showing, finally, how the Hoover sweeper combines all three of the basic principles of cleaning:—Sweeping, beating and shaking, and suction cleaning.

"Some Facts in Regard to Carpets and Their Weaves" is the subject of the next two pages, which have illustrations showing five of the best known weaves, with captions describing how the Hoover suction sweeper cleans each. The pages following describe the construction of the sweeper and the full line of accessories. The booklet, which is profusely illustrated, closes with five pages of photographs of a housewife putting the sweeper to its various uses in

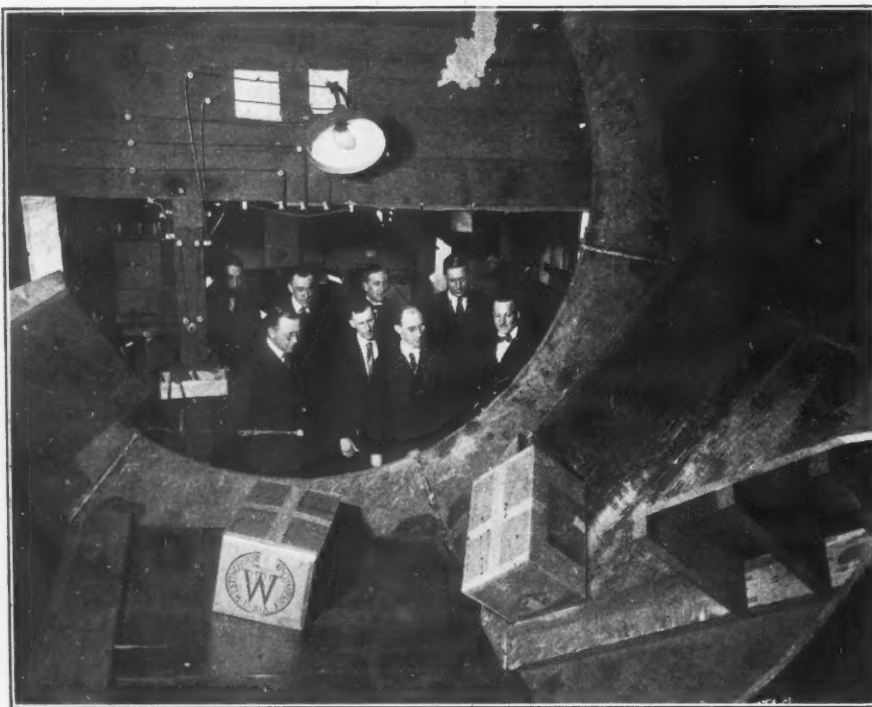
her home—photographs which have as much feminine appeal, in themselves, as anything which we have seen in a long time.

"How to Choose a Vacuum Cleaner" is the name of a smaller folder issued for dealers by the same company. The booklet is illustrated with the same photographs as are in "The Road to Cleanliness," in reduced size and in colors. There is space for the dealer's name on the cover.

Lamp Manufacturers See Tests of New Shipping Cases

Ninety-four per cent of the country's Mazda lamp manufacturers were represented recently at tests of shipping cases conducted by the Forest Products Laboratory at Madison, Wis.

The purpose of the tests was to try out a new type of shipping case for lamps which it is said will save considerable shipping loss. These tests are made by rattling the cases filled with lamps in a large cast-iron drum revolving at the rate of one revolution a minute. The drum weighs 10 tons, is 14 ft. in diameter, and is the largest ever used in box testing.

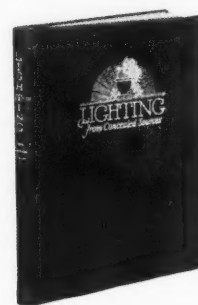


Representatives of 94 per cent of the country's lamp manufacturers saw these box tests at the Forest Products Laboratory, Madison, Wis. From left to right are: A. E. Snyder, standardization and engineering department, Westinghouse Lamp Company, Bloomfield, N. J.; W. H. Fairchild, president, Mid-West Box Company, Anderson, Ind.; L. R. Morris, assistant engineer, Forest Products Laboratory, Madison, Wis.; Floyd Hillgoss, engineering depot, Mid-West Box Company, Anderson, Ind.; H. M. Hale, industrial specialist, Forest Products Laboratory, Madison, Wis.; R. L. Beach, standardization and engineering department, General Electric Company, Lamp Division, Harrison, N. J.; J. P. Brunt, vice-president, Mid-West Box Company, Chicago, Ill., and president, National Association of Corrugated Fiber Box Manufacturers, Chicago, Ill.; H. J. Hegel, in charge, box testing laboratory, Forest Products Laboratory, Madison, Wis.

A Practical Treatment of Lighting Problems

"Lighting from Concealed Sources" is the title of a comprehensive 250-page book which has been written by J. L. Stair and issued by the National X-Ray Reflector Company, Chicago, of which Mr. Stair is chief engineer.

This publication is really a book, not a catalog. It is a practical treat-



A practical book on lighting problems issued by National X-Ray Reflector Company.

ment of lighting problems to obtain satisfying illumination and individual effects without exposed light sources. The book is intended primarily for distribution and use among architects, lighting men and contractors, but contains information of value also to light users. In recording his information the author has struck a common-sense balance between theory and practice.

The book contains chapters on the history of X-Ray lighting, the X-Ray reflector, the principle of lighting from concealed sources, important laws in the control of light, indirect lighting theory and practice, planning in direct lighting, application of indirect lighting, lighting from other than ceiling outlets, the Curtis portable lamp, general uses of direct lighting and equipment for it, planning direct lighting, applications of direct lighting, principles of show-window lighting, planning show-window lighting, showcase and wall-case lighting, uses and units for floodlighting, applications of floodlighting, bank desk lighting, illumination data consisting of definition of terms, units and quantities and miscellaneous data valuable to lighting engineers. The book contains upward of 600 illustrations.

Altogether it is a book that will be welcomed by architects, by the lighting salesman of central stations, and by contractors, and, in fact, by light users generally.

Are You Using College Boys as Summer Salesmen?

Do you use college boys as summer salesmen?

If you don't, it's a plan you may want to try, and will help solve the difficult problem of obtaining efficient salesmen for the hot summer months. And if you are going to try, and the supply of college boys in your own town is running short, you will want to write at once to the colleges, for most of the colleges are closing about this time, or have already closed.

There's one Illinois central station that has found this plan a great help. It corresponds with neighboring schools, asking them to send their undergraduates. The firm, in turn, agrees to employ the boys for the summer months, usually from June 15 to Sept. 15. The boys like the work of selling appliances, because it is out in the open and because it gives a good chance to see the country—and because it pays.

Students generally wish to have a week or two vacation before returning to their studies. Consequently it has been necessary for this firm to fill in crews with raw material. It does this through its employment bureau, and latest reports show that it has been fortunate in obtaining all the help it could use.

Record of Lighting Fixture Patents

Issued from March 18 to April 22, 1919, Inclusive

Compiled by NORMAN MACBETH
Consulting Illuminating Engineer, New York City

Design Patents

The following are the only design patents pertaining to lighting materials issued by the U. S. Patent Office between April 1 and April 22, 1919, inclusive:

53,145. **Globe for Lighting Fixtures.** Raymond Crowder, Edgewood, Pa., assignor to the Guarantee Liquid Measure Company, Rochester, N. Y. Filed March 8, 1918. Issued April 1, 1919. Term of patent, fourteen years.

53,147, 53,148. **Porcelain Pull Socket Body.** Edgar H. Freeman, Trenton, N. J., assignor to the E. H. Freeman Electric Company, Trenton, N. J. Filed Oct. 28, 1915. Issued April 1, 1919. Term of patent, fourteen years.

53,152. **Light Filter.** Beatrice Irwin, New York, N. Y. Filed Jan. 11, 1919. Issued April 1, 1919. Term of patent, seven years.

53,186. **Chandelier.** Victor Frank von Lossberg, New York, N. Y. Filed Jan. 4, 1919. Issued April 8, 1919. Term of patent, three and one-half years.

53,187. **Standard.** Victor Frank von Lossberg, New York, N. Y. Filed Jan. 4, 1919. Issued April 8, 1919. Term of patent, three and one-half years.

53,188. **Standard.** Victor Frank von Lossberg, New York, N. Y. Filed Jan. 4, 1919. Issued April 8, 1919. Term of patent, three and one-half years.

53,189. **Standard.** Victor Frank von Lossberg, New York, N. Y. Filed Jan. 4, 1919. Issued April 8, 1919. Term of patent, three and one-half years.

53,207. **Portable Electric Lamp.** Ward E. Pearson and Henry G. O'Neill, New York. Filed Dec. 23, 1916. Issued April 15, 1919. Term of patent, fourteen years.

53,218. **Lamp.** Albert Boehringer, Meriden, Conn., assignor to Edward Miller & Company, Meriden, Conn. Filed Feb. 24, 1919. Issued April 22, 1919. Term of patent, three and one-half years.

53,224. **Lamp.** Angus S. Macdonald, Great Neck Station, N. Y., assignor to the Sneed & Company Iron Works, Jersey City, N. J. Filed March 6, 1919. Issued April 22, 1919. Term of patent, seven years.

53,225. **Lamp.** Angus S. Macdonald, Great Neck Station, and Alfred W. Pressey, New York, N. Y., assignors to the Sneed & Company Iron Works, Jersey City, N. J. Filed March 14, 1919. Issued April 22, 1919. Term of patent, seven years.

Mechanical Patents

1,297,362. **Shade Holder for Porcelain Work.** George P. Knapp, Bridgeport, Conn., assignor to Harvey Hubbell, Inc., Bridgeport, Conn. Filed July 22, 1918. Issued March 18, 1919.

1,297,781. **Lighting Fixture.** George M. Beardslee, Chicago, Ill., assignor to the Beardslee Chandelier Manufacturing Co. Filed Aug. 28, 1917. Issued March 18, 1919.

1,297,880. **Portable Lamp.** Wilfrid Lumley, Cleveland, Ohio, assignor to the General Electric Company. Filed Nov. 4, 1915. Issued March 18, 1919.

1,298,208. **Electric Lighting Fixture.** Max Herskovitz, Chicago, Ill. Filed Feb. 23, 1918. Issued March 25, 1919.

1,298,299. **Electric Incandescent Lamp.** John H. Dale, New York, N. Y., assignor to the Dale Lighting Fixture Company, Inc. Filed Jan. 20, 1915. Issued March 25, 1919.

1,299,538. **Electric Lamp.** Walter J. Avery, Cambridge, Mass. Filed March 11, 1918. Issued April 8, 1919.

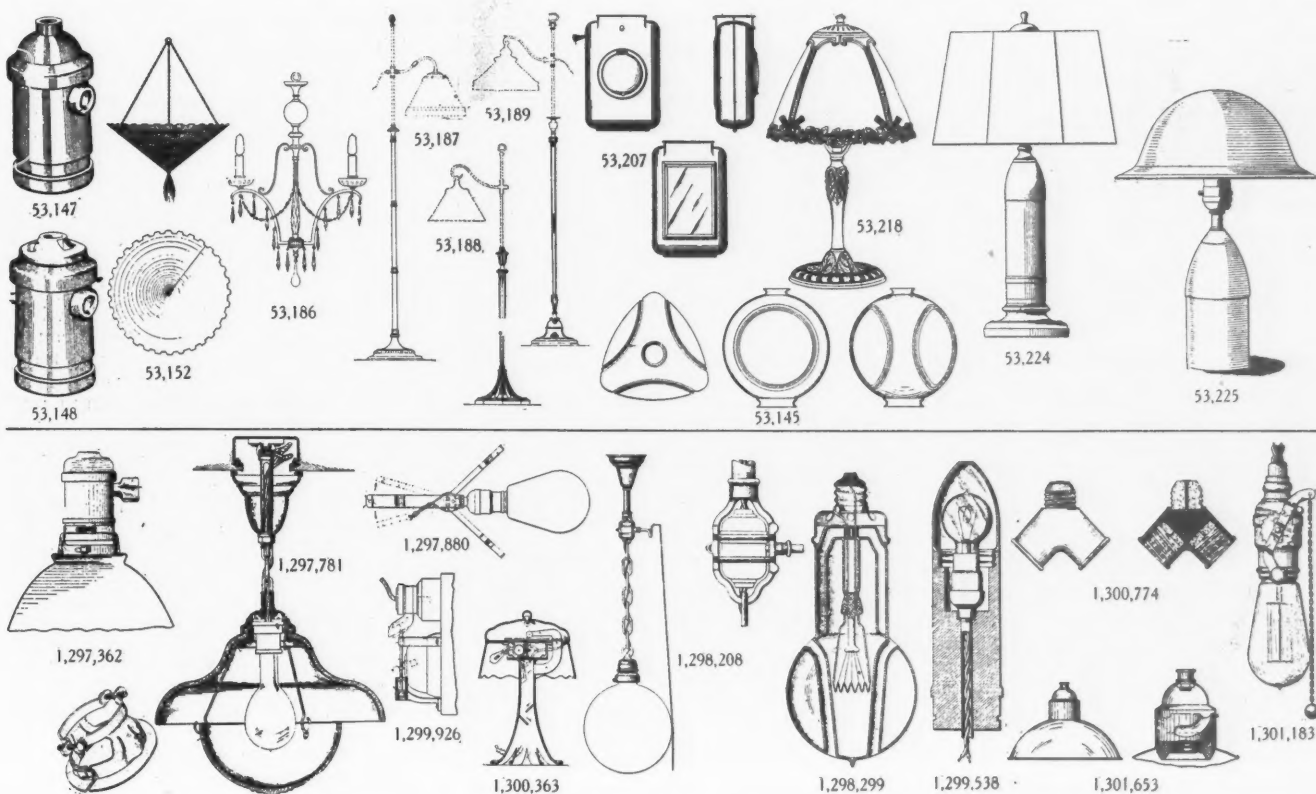
1,299,926. **Combined Electric Plug and Switch.** David Musgrave Edwards, London, England. Filed Sept. 27, 1917. Issued April 8, 1919.

1,300,363. **Phonograph Lamp.** Frank H. Feraud, Granite City, Ill. Filed Aug. 2, 1917. Issued April 15, 1919.

1,300,774. **Weatherproof Plural Lamp Socket.** Adolph C. Recker, Oakville, Conn., assignor to the Waterbury Manufacturing Co., Waterbury, Conn. Filed June 16, 1917. Issued April 15, 1919.

1,301,183. **Electric Light Switch Operator.** Edmund H. Shute, Chicago, Ill. Filed March 5, 1918. Issued April 22, 1919.

1,301,653. **Lamp Fixture.** Wesley E. Cochran, Cleveland, Ohio. Filed July 19, 1918. Issued April 22, 1919.



Copies of illustrations and specifications of patents may be obtained from Commissioner of Patents, Washington, D. C., for 5 cents each.

THE JOBBER'S SALESMAN



*Ideas Other Men Have Used
to Help Them Sell*



How a Jobber Helps His Dealers to Help Themselves

The Frank H. Stewart Electric Company of Philadelphia sees the need for closer and more persistent, sincere co-operation with the electrical contractor-dealer. To that end it has entered on an extensive campaign to help every dealer in its territory to help himself. Emerson said: "The greatest service that one man can render another is to help him to help himself."

It is now an established fact that the public realizes the value of electrical devices in the home. The public is sold on doing things electrically: people want electric cleaners, washers, toasters, grills, fans and many other devices, but they either shy at the price or have the mistaken idea that the operating costs are too high. To overcome the first objection it is necessary to prove the utility of the washer or the cleaner, or whatever device it may be, to the prospect. Show him how he can save his wife's health, the clothes and

money by buying an electric washing machine—then prove to the prospect that electrical devices, even heating devices, won't run the current bill away up unless he is very careless in their use.

It's the dealer's task to sell these ideas to the consumer. It isn't easy in many cases. The dealer needs help, and this Philadelphia jobber is cashing in on the extensive helps it is giving to its dealers.

This is one of the methods recently employed. At the Philadelphia "Own Your Home" Exposition the company exhibited electric washing machines, cleaners, cooking devices and sewing machines solely in the interest of the dealers in and near Philadelphia.

Here is the way it worked out for the dealer. Suppose Mrs. So-and-So showed an interest in a certain electric household device—the demonstrator at the booth took her name and address and put into her hand a circular containing the names and addresses of Stewart dealers throughout Philadelphia.

Special attention was called to the list, and she was told that she could buy the device "right around the corner" from Mr. Blank, dealer. The prospect's name was then referred to the jobber's promotion department which in turn followed up Mrs. So-and-So by mail referring her to the nearest dealer in her locality handling the device. The dealer was then notified that Mrs. So-and-So, living at — is in the market for, say, an electric cleaner, has seen it demonstrated and is thinking seriously of purchasing. The suggestion was then made that the dealer call on her ready to make a follow-up demonstration if it were possible to carry the device to her home. If not he should call on her and invite her to visit his store and there close the sale.

Helping the Dealer See His Profit

In its monthly bulletin, the St. Paul (Minn.) Electric Company carries throughout each number an idea which helps the dealer visualize the profit in any particular line or any device. At the bottom of the description of each device is run a single line under the subheading "Prices." It reads:

	Your Cost	Your Resale
Machine Complete . . .	\$27.50	\$37.50

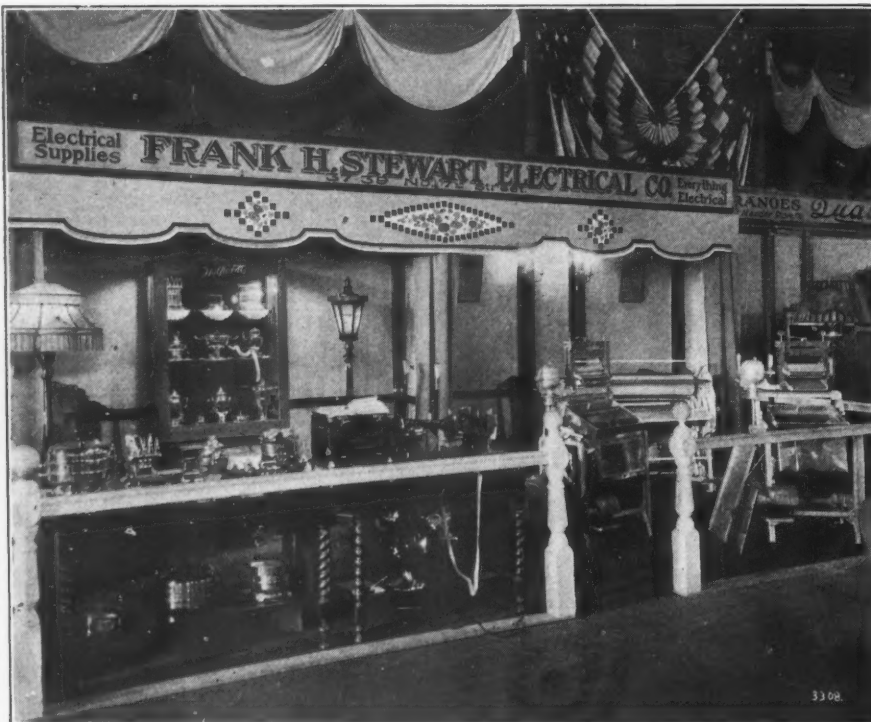
This makes it impossible for the dealer to mistake what he can make out of the sale of any particular device, as it puts it up to him in dollars and cents.

Cheerful Courage

When you're in for dirty weather and your skies are dark with clouds, When cold wintry blasts are blowing, or thick mist the sunshine shrouds, Just remember, winter's bleakness must give way to summer light; Soon the sunny days will triumph and dark shadows put to flight.

It is much the same with worries; cheerful courage will disperse Quite a lot of little troubles that would otherwise grow worse. Make a start at once, you croakers, then right quickly you will find Worries faced with cheery courage have no power to fret your mind.

Just as summer with its sunshine soon dispels the winter's frost, So the glow of cheerful courage hope revives where nearly lost. Do your best to hearten others, let them feel the summer's glow Then you'll be a man worth meeting by your fellows, high and low.

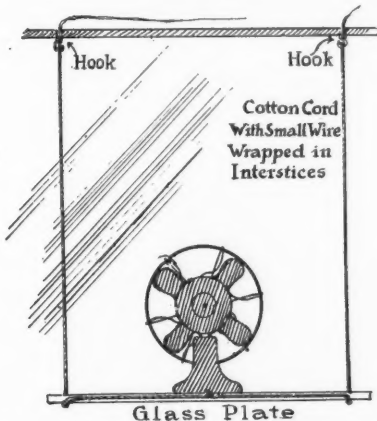


This Philadelphia jobber maintained a display booth at a recent "Own-Your-Home" show solely in the interests of his contract-dealer customers. "Prospects" who showed interest in the merchandise displayed were encouraged to "buy it from a near-by dealer." And the jobber's promotion department followed through each lead until a sale was closed.

A "Wireless" Mystery Fan for Your Customer's Window

BY JAMES R. FAGAN

While a number of wireless "mystery" fans have been displayed in electric store show windows, one of the cleverest that I have seen was on display in the window of the Terven-



An electric fan, resting on a plate-glass slab hung from cotton cords, and buzzing merrily, was a feature attraction in a South Carolina dealer's window last summer. The sketch shows how the "mystery" current supply was completed.

Childs Electric Company, Columbia, S. C., last summer. A diagram is shown herewith explaining how the apparatus worked. The current was conducted to two ordinary hooks, and these passed through the ceiling of the window. In order to make connection with the fan two tiny cotton-covered wires were twisted in the cotton cord which held the plate-glass frame serving as a support for the

fan. The wires leaving the cords were attached by mucilage to the rear side of the plate glass and passed under the fan's base from the rear.

So perfect was this illusion that the company received several letters from persons wishing to become agents for these "wireless" fans, and out-of-town people even ordered some of them on trial, thinking that they ran by alcohol.

A Jobber's "Home Appliance Conference" for His Retailer Customers

In calling together a "home appliance conference" of retailers, contractor-dealers and central station men, on May 8 and 9 at the Onondaga Hotel, Syracuse, N. Y., the Mohawk Electrical Supply Company of that city took the initiative in a movement which it expects will become general in the electrical jobbing industry, as it has in other lines.

As the name signifies, the conference was called for the display and discussion of electrical appliances for the home—their manufacture, operation and sale. Representatives of forty towns in New York State were present. These with the representatives of the manufacturers whose products were shown and of the Mohawk Electrical Supply Company itself, made the total attendance about 100.

In his opening address, A. M. Little, president of the Mohawk Electrical Supply Company, stressed the fact that it was not a sales con-

ference; that no one would be asked for orders; and that the demonstrations and talks would be so conducted that dealers handling other appliances than those displayed would receive equal benefit. The general idea of the conference, Mr. Little said, was to rouse increased interest by the dealer and central stations in the marketing of electrical appliances for the home, to display such appliances, and endeavor to show how they could be marketed.

NOT A SALES CONFERENCE

The lines featured were electric sewing machines, fixtures, washing machines, fans, reflectors, cleaners and dish washers. J. A. Corcoran of the commercial service section, Publication Bureau, General Electric Company, gave an interesting talk on sales plans, illustrated by sample window displays and a model of an ideal electrical store.

The great trouble with most conventions, says Mr. Little, has been that too much time is given to the reading of papers and too little time to practical things. Accordingly, no papers were read at this conference. Instead, the articles demonstrated were on display in the conference room, and each session was given up to two devices.

The points discussed were the manufacture and operation of the device and how to merchandise it. Emphasis was always laid on the importance of the fullest co-operation between the contractor-dealer and central station men, and also between them and the jobber or distributor.



To increase the interest of its retailer and central station customers in the marketing of electrical appliances for the home, the Mohawk Electrical Supply Company called a conference last month in Syracuse—thus giving added impetus to the movement for co-operation between dealers and jobbers. No exhaustive and exhausting papers were read at this conference. Instead, all the

appliances featured were on display, for the purpose of demonstration and thorough discussion. That it was not a sales conference, was one of the points stressed by A. M. Little, president of the Mohawk Company in his opening address—and no one was asked for orders. Forty towns in New York State were represented at the conference.

NEW MERCHANDISE TO SELL AND WHERE TO BUY IT

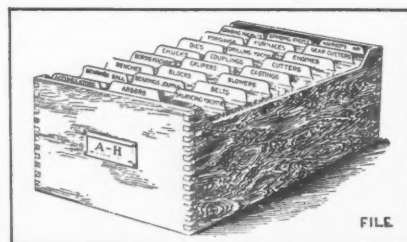
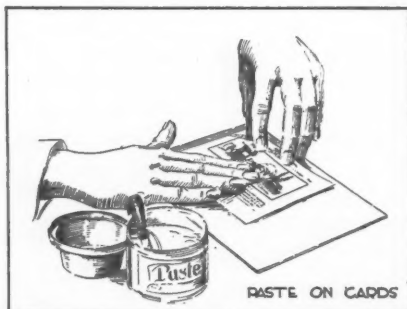
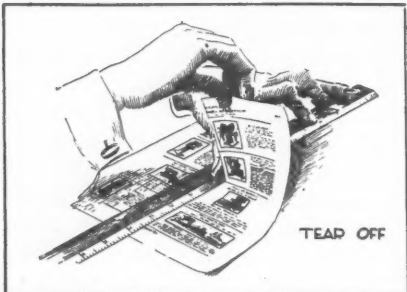
*Appliances, Socket Devices and Wiring Supplies Which
Manufacturers and Jobbers Are Putting on the Market*

Including Many New Appliances to LIGHTEN THE LABOR OF THE HOME

How to Use These Pages to Make Your Own Buying Index

Beginning with the September, 1917, number ELECTRICAL MERCHANDISING has been furnishing its readers with the selective new-merchandise catalog service continued on these pages. By tearing out those items which affect your business and pasting them on filing cards, you can make a buying index that will put information on what is made and who makes it, right at your finger's end.

Every item, with its illustration, will fit a standard 3-in. by 5-in. filing card. Or, if preferred, these items can be pasted on sheets of paper for binding in a loose-leaf catalog or folder.



This section "New Merchandise to Sell" is an editorial text section prepared by the editors solely in the interests of readers of ELECTRICAL MERCHANDISING. As its title explains, its purpose is to put before our readers information concerning the new merchandise and latest inventions on the market.

To be described here, articles or devices must be new and of general interest to our readers. These descriptions are solicited from all manufacturers, and the items are published free of all cost to the maker of the device, and without respect to advertising or any other consideration, except their interest to the reader. The editors are the sole judges of what shall appear in this section, and readers may depend upon the independent character of this service.



Cabinet-Type Household Electric Range

From *Electrical Merchandising*, June, 1919

The "Jewel" cabinet-type electric range recently developed by the Detroit Stove Works, 1320 Jefferson Avenue, East, Detroit, Mich., is equipped with a cooking top of four units, an oven and a broiler. The four cooking-top heating units are of the inclosed, sheathed-wire-element type. They are made by the General Electric Company, have three heats, are rated at 1000 watts and measure 8 in. in diameter.

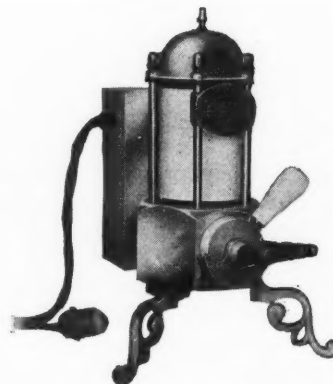
Cooking top, oven and broiler heating units are all controlled from the switch-board and fuse box installed in front of the range below the cooking top. The seven three-way, 125-volt, 15-amp. switches are inclosed but have exposed dials which show when high, medium or low heat is being used.

Electric Water Heater for Port- able and Stationary Use

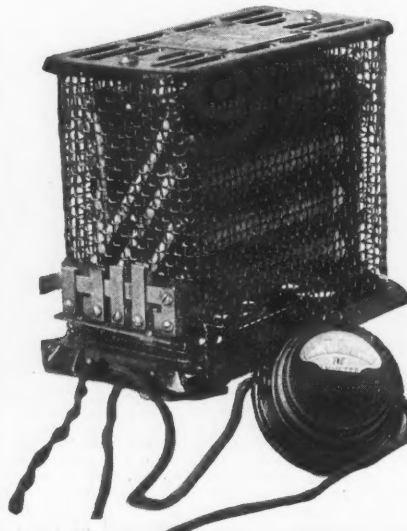
From *Electrical Merchandising*, June, 1919

No extra wiring is required to install the "Little Wonder" electric water heater, manufactured by the Feldman Manufacturing Company, Times Building, New York City, for use in homes, doctors' and dentists' offices, soda fountains, barber shops and so forth. It can be attached to the ordinary cold-water pipe by making the electrical connection and screwing the heater on the pipe. In addition to the stationary use of the heater, it may be made portable by connecting a rubber hose from the faucet to the heater and screwing the plug into any lighting socket. A by-pass is provided in the heater so that ordinary cold water is obtained by turning its handle in the reverse direction to that used when hot water is desired.

The faucet of the heater is connected with the current supply switch, so that upon turning the faucet handle to the left the water supply and current supply are simultaneously turned on and the heated water is drawn off at the faucet. About 22 gal. per hour is the capacity of the heater, which is made for 110 volts, alternating and direct current. The



device takes 2.2 kw. The weight of the heater is 14 lb., its height is 12 in., its depth is 7½ in., and its width is 4½ in. Three legs are attached to the heater in portable use, but these are removed when the heater is fastened directly to the water pipe and when it is packed in a grip or bag for traveling.



Direct-Current Battery- Charging Rheostat

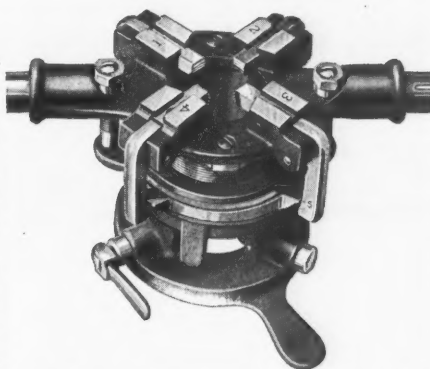
From *Electrical Merchandising*, June, 1919

For use on direct-current lines of 110 volts the France Manufacturing Company of Cleveland, Ohio, has recently developed a battery-charging rheostat with charging rates of 1½, 3, 4½ or 6 amp. for batteries ranging from 2 volts to 18 volts. The back pressure from a battery of higher voltage than this causes only a slight reduction in the ampere charging rates. The rheostat consists of a series of high-resistance coils together with a current-regulating switch for varying the charging rate. An ammeter, a long extension cord and plug, charging leads and battery clips complete the outfit, which is finished in black enamel and weighs about 10 lb. This rheostat can be used on current furnished by 24-volt or 32-volt direct-current farm-lighting plants for charging ignition batteries of automobiles, tractors, etc.

Receding Pipe Threader with Quickly Releasing Chasers

From *Electrical Merchandising*, June, 1919

Two special advantages are claimed for the receding pipe threader recently added to the line of tools made by the Greenfield Tap & Die Corporation, Greenfield, Mass. One is the quick releasing of the chasers at the end of the cut and the other is the quick resetting to cutting size. After the tool has been wound on the pipe and a thread of proper size cut, the threader may be pulled straight off. No unwinding is necessary to return the thread to its original cutting position, as it is only necessary to release the lead screw, lift the head, reset the trigger and begin another cut. The chasers used in this tool are interchangeable and can be replaced singly in case of breakage. They travel along the pipe parallel to the thread being cut and not parallel to the pipe's axis, in this way reducing considerable friction, it is said. A non-



slipping, three-jawed universal chuck guide is provided on the tool. Adjustment can be made for cutting both shallow and deep threads.

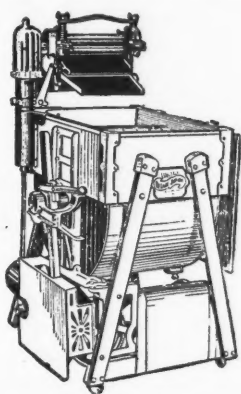
Portable Utility Motor

From *Electrical Merchandising*, June, 1919

An electric motor mounted on a portable stand and especially suited for driving small power machines on farms and in country homes is being marketed by the Robbins & Myers Company, Springfield, Ohio. The outfit has a $\frac{1}{2}$ -hp. motor furnished for operation on 32-volt lighting-plant circuits and for 110-volt, 60-cycle alternating-current circuits. A spiral-type back gear reduces the motor speed of 1150 r.p.m. to a speed of 285 r.p.m. at the pulley. The gears are fully inclosed and grease-packed.

A three-step pulley is supplied, having groove pulleys 4 in. and 3 $\frac{1}{2}$ in. in diameter to take $\frac{1}{2}$ -in. round belts and a crown pulley of 2 $\frac{1}{2}$ -in. diameter and 2-in. face for flat belts.

The motor is mounted on an iron tripod base with rubber caps on the four feet and a handle on the motor top for carrying. A brass rod with a clamp for attachment to the driven machine is provided to maintain the proper belt tension. This rod is telescopic to take care of length adjustment, and the clamp can be turned at any angle.



Washer with Reversible Swinging Wringer

From *Electrical Merchandising*, June, 1919

The DeLuxe Junior reversible swinging wringer made by the White Lily Manufacturing Company of Davenport, Iowa, is intended primarily for use with stationary tubs. The wringer swings and locks in any position for wringing from wash tub to rinse water, rinse water to blue water, and from blue water to basket. It is provided with a simple and positive control which insures instantaneous starting, stopping or reversing. Other features of this washer's construction are the same as those of the revolving bench washing machine made by this company and described in last month's issue of *ELECTRICAL MERCHANDISING*.

Gas-Filled Lamps for Farm-Lighting Plants

From *Electrical Merchandising*, June, 1919

With the increasing use of low voltage farm-lighting plants, there is a demand not only for vacuum-type lamps but also for the gas-filled variety. Accordingly the Independent Lamp & Wire Company of 1737 Broadway, New York City, has developed and standardized two gas-filled lamps for 32 volts, one being of 25 watts and the other of 15 watts, both made in the G18 $\frac{1}{2}$ -size bulb. The lamps are marketed under the trade name of "Tungsol."

Electric Lead-Burning Set

From *Electrical Merchandising*, June, 1919

The electric lead-burning set recently placed on the market by the Spence Electric Company, 136 Liberty Street, New York City, was developed for particular use in garage and battery repair stations for burning the straps and posts on storage batteries and for other lead-burning work.

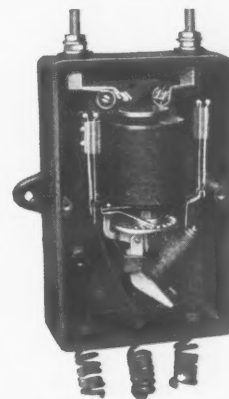
It can be connected to a 110-volt alternating-current lighting circuit through a socket and is operated in a manner similar to that of an electric soldering iron. Any degree of heat may be obtained, it is said, and perfect control is afforded by varying the pressure at the point of contact.

An advantage of this electric set is that skill in operation is not required as when gas-flame outfits are used, and in addition there are no gas fumes to contend with. The energy consumption of the set is approximately equal to that of a 300-watt lamp. The outfit is portable, weighing 30 lb. and having dimensions of 8 in. by 7 in.

Remote-Control Double-Acting Automatic Switch

From *Electrical Merchandising*, June, 1919

A remote-control, double-acting automatic switch furnished in ratings up to 15 amp., 110 volts, alternating and direct current, has been brought out by the Sangamo Electric Company of Springfield, Ill., intended for handling a light or power circuit. Remote control is effected by manually operated contact, dial or thermostatic control, and the operations both of opening and closing the switch are electrically controlled. Among the uses of the switch are controlling the operation of a small refrigerating set using a 2-hp. motor or one of smaller rating. In this case the thermostat contacts are completely protected from burning since both the opening and closing of circuits are performed within the automatic switch and not in the thermostat. The switch can be used with time-control systems for electric signs. A watchman outside the building can turn window lights on or off with a small key-operated remote-control switch in connection with

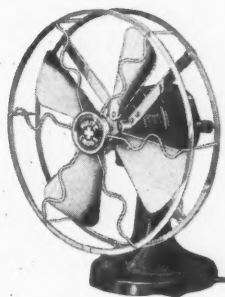


the automatic switch; and where small motors are operated from a distant point, manually or by meter, clock or thermostat control, this automatic switch can be used.

A Combination Direct and Alternating-Current Fan

From *Electrical Merchandising*, June, 1919

By adjusting a lever in the base of the 9-in. desk and bracket fan which the Lindstrom, Smith Company, 1100 South Wabash Avenue, Chicago, release to the trade this month, it is possible to change the fan from a direct-current circuit and operate it on an alternating-current circuit or vice versa. The reason for this is that the fields have two separate field windings. Another special feature pointed out by the maker is a regulating switch which permits operating the fan at three different speeds. The fan, which is of the desk and wall type, can be obtained for voltages ranging from 12 to 220, any cycle. It weighs 10 lb. and is finished in black enamel and brass.



Battery Charger for Average-Size Garages

From *Electrical Merchandising*, June, 1919

Capable of charging from one to sixteen 6-volt storage batteries or their equivalent in 12-volt or 24-volt batteries at one time, a battery-charging set of 1 kw. rating has been brought out by the Hobart Brothers Company of Troy, Ohio. A special feature is the universal automatic voltage control.

The charger operates on two-phase or three-phase energy, but not on single-phase. There are two separate, independent charging panels, each capable of carrying as many as eight 6-volt batteries. Each panel is complete, having its own ammeter, fuses, cut-outs, rheostat, etc., and with resistance for balancing the line and varying the charging rate.

Each item will fit a 3-in. x 5-in. standard filing card. Simply clip and paste on card (or loose-leaf sheet), filing under proper heading for ready reference when you want to buy. Continued on third and fourth pages following.

GOSSIP OF THE TRADE



*Glimpses of Electrical Men as
Caught by Lens and Pencil*

Independent Flashlight Manufacturers' Association

An organization meeting of the Independent Flashlight and Battery Manufacturers' Association was held at the Hotel McAlpin, New York City, on Tuesday evening, May 6.

As set forth by its constitution, the objects of this association are: "To develop and promote the mutual interests of those engaged in the manufacture of flashlights and batteries in the United States. To cultivate mutual fellowship among its members. To endeavor in every possible way to elevate the standard of the flashlight and battery industry."

Among those present at the May 6 meeting were Mr. Lederer of the Solar Light Company, chairman; Messrs. Wolff, Bloch, Sunshein and Dreyfus of the Interstate Electric & Novelty Company; Messrs. Maharin, Ludin and Clery of the Novo Battery Company; Mr. Zwilling of the Peerless Light Company; Mr. Lassone of the Providence Electric Company; Mr. Hartman of the International Battery Company; Mr. Hyman of Henry Hyman & Company; Mr. Goldberg of the R. V. G. Company; Messrs. Kahn and Rosenfeld of the Victory Battery Company; and Messrs. Kahn and Rosenfeld of the Import Sales Company.

F. M. Rosenfeld of the Import Sales Company, 27 West Twentieth Street, New York City, is secretary.

Saratoga Springs Ready for Big New York State Convention

Topics of interest to every group of the industry will be on the program of the annual convention of the New York State Association of Electrical Contractors and Dealers, to be held at Saratoga Springs June 23-25, at the Grand Union Hotel.

National Chairman W. C. Peet and General Manager W. H. Norton will outline the program of the national association and the advantages of membership. Overhead costs and estimating of construction work will

be treated by C. C. Dailey of Rochester, N. Y. T. J. Casey of Chicago will tell all about the modern methods of merchandising and advertising, and J. T. Hutchings, general manager of the Rochester Railway & Light Company, will discuss the effect of lighting company rates for electricity on the contracting business.

A paper on the channels of distribution between manufacturers and consumers will be read by Samuel A. Chase. Safety-first devices as applied to the national code and relations of the National Fire Protective Association and the Bureau of Standards will be discussed by two other speakers. J. J. Raftery will talk on relations between jobbers and contractor-dealers. Up-to-date methods of conducting retail stores and the advantages of co-operative selling campaigns are other special features to be discussed at length. William L. Goodwin has arranged to return from his trip to the Pacific coast in time for the convention, and his address is expected to be one of his best.

Vancouver Electrical Men Meet

The electrical convention of the Vancouver (B. C.) Association of Electrical Contractors and Dealers took place at the Hotel Vancouver on Monday and Tuesday, May 26 and 27. Following was the program planned for the first day:

In the morning, address of welcome by William McNeill, assistant general manager, Western Power Company of Canada, and addresses by Lorne Campbell, general manager, West Kootenay Light & Power Company; R. E. Callahan, manager, Toronto branch, Majestic Electric Supplies, Ltd.; Albert Elliot of San Francisco; Frank Groome, sales manager, Benjamin Electric Manufacturing Company, Toronto; A. S. Edgar, special representative, Canadian General Electric Company, Toronto; A. J. Soper, representative of Northern Electric Company, Mon-

treal; F. C. MacGougan, commercial superintendent British Columbia Telephone Company; Lt. Col. T. G. Bird, D. S. O. (lately returned from the front).

At luncheon address by W. G. Murrin, assistant general manager, British Columbia Electric Railway, on "Merchandising from a Central Station Point of View."

In the afternoon meeting in Convention Hall, address by Samuel A. Chase, special representative Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa., and general discussion.

Second day, meeting of contractor dealers, W. L. Goodwin and Samuel A. Chase, and in the afternoon a joint meeting of all members and visitors with Mr. Goodwin and Mr. Chase.

Changes in Western Electric Organization

J. A. Pizzini, for a number of years sales manager at the New York office of the Western Electric company, has been appointed assistant manager at the same place.

W. J. Drury, until recently manager of the Western Electric Company's Cleveland house, has been appointed sales manager at New York, to succeed Mr. Pizzini.

A. M. Collins, formerly sales manager at the Western Electric Company's Detroit office, succeeds Mr. Drury as manager of the Cleveland house.

A. R. Maynard, until recently connected with the sales department in Chicago, has been appointed sales manager at Detroit succeeding Mr. Collins.

Walter Treat Walker has been appointed manager of the Buffalo office of the Western Electric Company. Mr. Walker came with the Western Electric in 1906 and in 1909 took charge of power apparatus sales in the New York office. During the war he served as first lieutenant in the Signal Corps, U. S. A. On his discharge from the service he was appointed manager of the Newark office, in February 1919. He is now manager of the Buffalo house.

THE F. BISSELL COMPANY of Toledo, Ohio, announces that W. J. Crawford has been made manager of its power apparatus department.

Westinghouse Agent-Jobbers Elect New Officers

The Westinghouse Agent-Jobbers Association held its seventh annual meeting at Hotel Del Monte, Del Monte, Cal., May 5 to 9. The following officers have been elected for the ensuing year: President, F. E. Stow, secretary-treasurer H. C. Roberts, Electrical Supply Company of Philadelphia, Pa.; vice-president, S. L. Nicholson, assistant to vice-president Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa.; secretary, C. C. Blackwell, manager electrical department, Moore-Handley Hardware Company, Birmingham, Ala.; Assistant secretary, H. T. Pritchard, Westinghouse Electric & Manufacturing Company; treasurer, J. E. McClernon, president Northwestern Electric Equipment Company, New York, N. Y.

The newly-elected executive committee includes J. C. Schmidtbauer, vice-president Julius Andrae & Sons Company, Milwaukee, Wis.; Samuel Adams Chase, special representative Westinghouse Electric & Manufacturing Company; John J. Gibson, manager supply department, Westinghouse Electric & Manufacturing Company.

F. J. RILEY has joined the organization of Fred W. L. Fullerton, Inc., of 15 West Twentieth Street, New York City, as a power engineer, and will devote his energies to care for their rapidly increasing business in electric motors, with its growing demand for expert service on power problems. Mr. Riley has been a power man for ten years, seven years of which he spent in the service of the Western Electric Company organization, and three years with the Eck Dynamo & Motor Company.

THE ALPHA ELECTRIC COMPANY, INC., of 116-118 West Twenty-ninth Street, New York City, is about to move to its new building at 151-155 West Thirtieth Street, where the larger quarters will enable it to handle a rapidly growing jobbing business. Organized five years ago, the company has been consistently growing, and during 1918 trebled its business for 1917. James H. Hughes, general manager, has just returned from St. Louis, having secured for his com-

pany the agency for the Blue Bird washing machine for Greater New York and the suburban territory. The Alpha company is preparing a plan to market the Blue Bird washer through the contractor-dealer on time payments. Officers of the company continue as before: Michael Coleman, president; George E. Coleman, vice-president and treasurer; A. F. Thacher, secretary, and James H. Hughes, general manager.

EDWARD MILLER & COMPANY, 68 and 70 Park Place, New York City, is distributing this month an attractive catalog showing electric portables of various styles. This catalog will be of real value to every concern interested in selling electric portables. As the issue is limited in numbers, prompt application should be made.

THE RED HEAD SPARK CORPORATION, with sales offices at 261 Broadway, New York City, and with factories at Newton, Pa., and New York City, has purchased the patents, rights, machinery and good-will of the spark-plug department of the Emil Grossman Manufacturing Corporation of Brooklyn, manufacturers of Red Head Vitri-stone spark plugs for the last eleven years. The new organization is entirely distinct from the former interests, says A. H. Hill, sales manager, none of those interested in the Grossman company being represented in the new concern.

J. P. ALEXANDER, formerly representative of the General Electric Company for central New Jersey, with headquarters at Trenton, is now connected with the power and



The Conference Club, the organization of the larger electrical contractors—getting ready for an executive session on the links of the New Orleans Country Club. Inspected from west to east the members and guests shown are: W. L. Goodwin, A. D. Babson, L. K. Comstock, F. Nelson Shreve, G. M. Sanborn, W. Creighton Peet, J. J. Cooper, D. R. G. Palmer, E. E. Van Cleef, F. E. Newbery, R. M. Stearns, et al.

THE ROCHESTER GAS APPLIANCE COMPANY, Rochester, N. Y., announces a change of name and is now the Kelman Electric Company. The company is doing a jobbing and general contracting business, and is handling electrical appliances.

M. H. JONES, who for the last fifteen years has been assistant to manager of the Philadelphia district of the Westinghouse Electric & Manufacturing Company, has resigned his position with that company to become sales manager of the Standard Electric & Elevator Company of Baltimore.

mining department of the company at 120 Broadway, New York City. At the time of Mr. Alexander's departure from Trenton last month, he was tendered a banquet and testimonial by the contractors and manufacturers of Trenton.

MARTIN E. BECKER, electrical contractor, of 206 Broadway, New York City, has moved his business to 228 West Thirty-sixth street, where he will continue his present line and add a full line of lamps, appliances, etc. Mr. Becker is also the lucky possessor of three young hustling saleswomen who are going out in the field to help boom things.



Spherical Radiant Heater with Screw-Base Heating Element

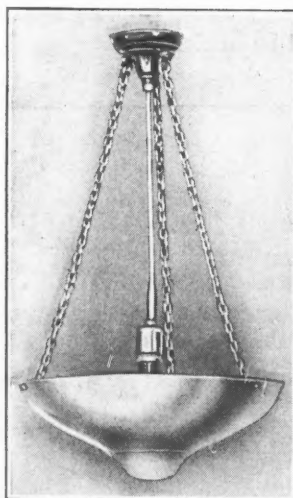
From *Electrical Merchandising*, June, 1919

Designed to operate at an extremely high temperature, spherical-type radiant heater No. 99, rated at 600 watts, has been brought out by the Simplex Electric Heating Company, 85 Sidney Street, Cambridge, Mass. A coil-spring heating element is employed and is placed to project its heat rays with the greatest concentration. It is securely mounted on a porcelain form and may be easily unscrewed from the radiator just as a lamp bulb is removed from a socket. The reflector disk is of solid copper, is suitably protected by a wire guard and can be tilted.

Indirect-Lighting Fixtures for Gas-Filled Lamps

From *Electrical Merchandising*, June, 1919

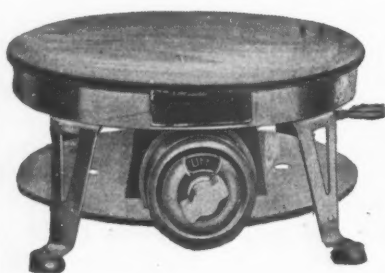
Indirect-lighting fixtures for gas-filled lamps have lately been placed on the market by the Wheeler Reflector Company, 156 Pearl Street, Boston. They consist of a chain-supported porcelain-enamelled-steel dome-shaped reflector so positioned that when inverted below the lamp it gives a wide distribution of light against a white or slightly tinted ceiling, and a soft diffusion by redirection over the area beneath it. The socket and lamp are suspended from a silk drop cord connected with the outlet, which is concealed in the ceiling canopy. The reflector is finished in white both inside and outside. These fixtures are made in three sizes—with medium-base socket for 100-watt and 150-watt lamps, with medium-base socket for 200-watt lamps, and with a mogul socket for 300, 400 and 500-watt sizes. The diameters of the fixtures are respectively 15, 18 and 20 in.



Battery-Charging Regulator for Industrial Trucks

From *Electrical Merchandising*, June, 1919

To withstand the rough service usually given industrial trucks the Automatic Electrical Devices Company, 120 Opera Place, Cincinnati, Ohio, is prepared to supply the "Dreadnaught chargometer," an instrument for automatically regulating the charging of storage batteries. It consists of a standard "chargometer," mounted upon springs and inclosed within a heavy steel box. This assembly may be mounted in any convenient location on all types and makes of industrial vehicles, since the spring suspension eliminates all danger of injury due to excessive vibrations, and the steel cabinet protects the meter against mechanical damage.



Opal Lamp Bulb Caps

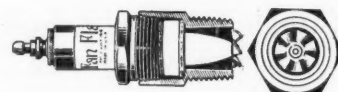
From *Electrical Merchandising*, June, 1919

To improve the illumination of clear glass Mazda C lamps by hiding the filament and cutting down the glare the Ivanhoe-Regent Works of the General Electric Company, Cleveland, Ohio, has developed Genco opal glass caps which give good diffusion to the transmitted light and have relatively low absorption. They are particularly intended for use with reflectors, both steel and glass, which do not afford sufficient eye protection which hung low. These caps are made in sizes to fit lamps from 75 to 500 watts. Two holes are drilled at the top of the cap and a spring support attached. A third hole in the bottom of the cap enables the tip of the bulb to project through the glass.

Disk Laboratory Stove

From *Electrical Merchandising*, June, 1919

A recent addition to the products of the Edison Electric Appliance Company, 5660 West Taylor Street, Chicago, is a three-heat disk laboratory stove of plain pattern design for high efficiency and low current consumption. It is constructed of pressed steel with a cast-iron top and is finished throughout in polished nickel. Fiber feet, a three heat switch and an attachment plug complete the equipment. Sizes range from one with a diameter of 6 in., wattage of 600-300-150 and a shipping weight of 6 lb. to one having a diameter of 9 in., wattage of 1100-550-275 and weighing 8 lb. are obtainable.



Fan Helps to Clean Spark Plug

From *Electrical Merchandising*, June, 1919

The construction of the spark plug made by the Fan Flame Spark Plug Company of Yonkers, N. Y., has been improved. The blades of the miniature revolving fan which is attached to the center electrode have been flattened. This is said further to assist in keeping the plug clean when it is used in an oily cylinder. The oil passes up the fan blades, which are rapidly rotated by gas, to the flat surface. Centrifugal force throws the oil off from the flat surface outside of the shell.

Electrically Controlled Synchronized Clock System

From *Electrical Merchandising*, June, 1919

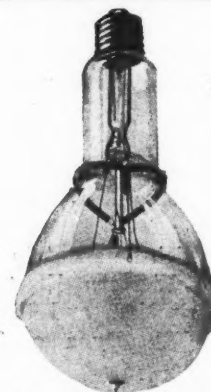
Operating on commercial lighting circuits with either alternating or direct current, the synchronized clock system developed by the International Time Recording Company of 50 Broad Street, New York City, is said to permit perfect time-keeping even if the current is interrupted, as it often is in the average factory which shuts down on Sundays.

The entire outfit for a plant consists of a master clock of the weight-driven, self-winding type; a distribution or controlling cabinet, through which the current supply wires enter and in which the controlling relays are placed, and the secondary or recorder clocks. These latter are of the heavy type necessarily used to drive recording apparatus, are self-winding and are synchronized in a way which is said to permit a very wide range of correction.

Wire Clipper

From *Electrical Merchandising*, June, 1919


Wire $\frac{1}{8}$ in. to $\frac{3}{8}$ in. in diameter may be cut with the "Handy" wire cutter being manufactured by the Metal Stamping Company of Long Island City, N. Y. Two styles of cutters may be obtained, one for side cutting and the other for diagonal cutting, three sizes being procurable in each style. The handles are japanned and made of malleable iron.

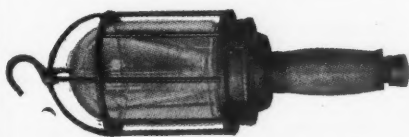


Fixture of Doric Design

From *Electrical Merchandising*, June, 1919

Designed to utilize the efficiency of the smaller sizes of type C gas-filled lamps a lighting fixture, known as "Lightoller", No. 8544, is now manufactured by the Lightoller Company, 569 Broadway, New York City. It is intended for commercial illumination and has a Doric design canopy and fitter, together with a translucent glass globe. The over-all length of the fixture is 36 in., the depth of the bowl is 8 in., and its diameter is 11½ in. Gas-filled lamps up to and including 200 watts may be used.

Clip These for Your Card or Loose-Leaf File of New Merchandise 



Portable Water-Tight Lamp

From *Electrical Merchandising*, June, 1919

One of the water-tight fixtures recently brought out by the Seidler-Miner Company of 34 East Larned Street, Detroit, Mich., is a portable lamp fitted with a handle and a hook for hanging. All the metal parts are made of brass with bright or black oxidized finishes. The lamp guard, in which no solder is used, screws on the base with standard threads. A metal tube accommodating a large diameter portable cable extends through the wooden handle. A stuffing tube cap at the end grips the cable and takes the strain instead of the socket. The screw globe which encircles the lamp is made of lead glass and is said to withstand severe temperature changes.

Insulated Screwdrivers

From *Electrical Merchandising*, June, 1919

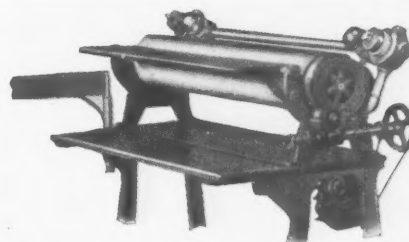
With handles formed of insulation said to resist current as high as 5000 volts, "Hyvoltage" screwdrivers are being made by the Strong Machinery & Supply Company, of 21 Walker Street, New York City, in three styles. In the regular electrician's type the insulation extends nearly three-quarters of the blade's length to prevent the fingers from touching the metal; in the switchboard type for line work the insulation is extended to within $\frac{1}{2}$ in. of the end and the blade is narrowed to $\frac{1}{8}$ in. in order to prevent short-circuiting of the lines when working between them. The third style is the garage type for auto work.

These tools are said to be waterproof and infusible. Grooves are cut deeply in the handles to insure a firm grip.

Electrically Heated Ironing Machine

From *Electrical Merchandising*, June, 1919

Instead of mounting the motor for operating the Simplex electrically heated ironer on the side of the machine, the American Ironing Machine Company of 168 North Michigan Avenue, Chicago, now places it underneath the machine where it is out of the way and where the belt is in no danger of getting entangled with clothes. This method of mounting cuts off 14 in. from the length of the machine, and saves space in the laundry. Another improvement which has been made is the installation of pilot lights next to the three-heat snap switches controlling the heating units, which allows a complete indication of amount of heat being used. In the 32-in. and 37-in. sizes



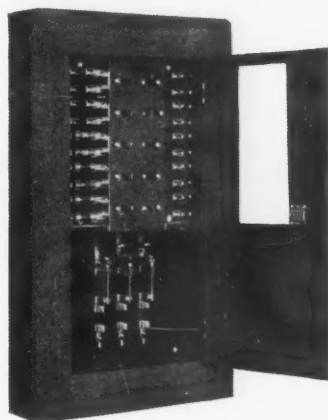
of these ironers there is only one heating unit, but in the 42, 46, 48 and 56-in. sizes there are two, one for each half of the ironing shoe. This divided heating element feature makes for economy in ironing small pieces, since only one side of the ironing machine need be used.

Safety-Type Lighting Panels

From *Electrical Merchandising*, June, 1919

With the safety-type lighting panels being manufactured by the Leonard Electric Manufacturing Company, Cleveland, inexperienced persons may operate the circuits without any danger of getting shocked or burned. For while the switch buttons are always accessible, the fuses and the main switch, should one be used, are protected by the door of the locked cabinet. The switches used in these panels are standard 10-amp. push-button type, of rugged construction, and are covered over with a steel plate through which the buttons alone protrude. Arrangements are made for either N. E. C. or open-link fuses.

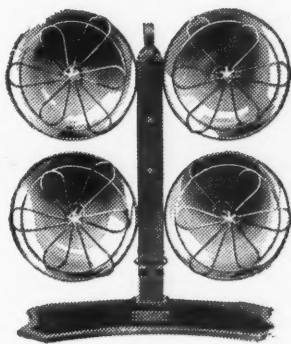
Snap switches are also supplied in place of the push-button type if desired. These lighting panels are obtainable in two-wire, 110-volt double-branch style and in three-wire, 110-220 volt type. They are furnished for from two to twenty-four circuits, with main switch ratings of 30 amp. to 100 amp.



Quadruple Radiant Heater

From *Electrical Merchandising*, June, 1919

Similar in design to its twin radiant heater, having removable heating elements and guards and movable reflectors, but equipped with four units instead of two, the "American Beauty Quad" radiant electric heater has been brought out by the American Electrical Heater Company, Woodward, Burroughs and Cass Avenues, Detroit, Mich. It can be used as a portable heater or can be permanently mounted on a wall. Each of the heating elements is rated at 330 watts, making the combined wattage of the heater 1320. However, all four units need not be used at once, since one push-button switch controls the upper pair and another controls the lower two heating elements. One important feature of this heater which the maker calls attention to is that heat may be sent in one or in several directions at the same time because of the movable reflectors.



Tractor Type Storage Batteries

From *Electrical Merchandising*, June, 1919

A complete line of storage batteries developed especially for farm tractor starting and ignition service has been brought out by the Electric Storage Battery Company of Philadelphia, Pa. According to their maker, these batteries have been subjected to very severe shock and vibration tests without failure and their design is such as to withstand extreme neglect with the minimum injury.

The plates are of heavy and rugged design, and the separators are a combination of treated wood and perforated hard rubber. Plate groups are supported on soft rubber bridges, offering an additional protection against shocks or vibration. Jars and covers are made of "Giant" compound so that breakage, it is claimed, is practically eliminated. Covers are of the double flange type, supporting the top of the jar from the outside as well as the inside. This construction insures a permanently tight seal against acid leakage.

Insulator Brackets with Oval Wire Holes

From *Electrical Merchandising*, June, 1919

For service connections on poles and buildings insulator brackets with oval-shaped wire holes have just been put upon the market by the L. F. Engineering Company, 462 Hoboken Avenue, Jersey City, N. J., to accommodate duplex wires and consequently cut down the number of fittings necessary. The porcelain conical end pieces have corrugated interiors and grip the wires very securely; they are split in two sections and may be removed from the malleable-iron framework. A lag-screw-type insulator and bracket, which supports the wire 5 in. from the surface, is one of the styles obtainable. The other three are a foot type, a double foot type supporting the wires 2 in. from the surface, and a triple foot type.

Quickly Refillable Fuse

From *Electrical Merchandising*, June, 1919

Safety in handling and ease and quickness in renewing are said to be important features of the ferrule and knife-blade type refillable fuses now being marketed by the Pierce Fuse Corporation of Buffalo, N. Y. The fusible link, with its supports and the contacts, slides in and out of the fiber cylinder. One end of the fuse link is slotted at the tip while the other end is slotted at the side. This makes it easy to replace the link when the fuse blows. After the inside of the fuse has been pulled out the two screws inside are loosened, the new link is inserted, the screws tightened and the fuse closed up. A screwdriver or a coin is the only tool required in this renewing operation.

The fuse cannot be placed in the clips unless it is fully closed, thus making for safety in handling. A venting arrangement is provided which, according to the maker, takes care of the gas that accumulates when the link is blown, in this way minimizing charring of the fiber or freezing tight of the connections on heavy "shorts." In the knife-blade type the blades are said to be always rigid and in perfect alignment, thus insuring positive contact. Three fuses may be obtained in 250 and 600-volt sizes, ranging from 3 to 600 amp.



Each item will fit a 3-in. x 5-in. standard filing card. Simply clip and paste on card (or loose-leaf sheet), filing under proper heading for ready reference when you are in the market for electrical appliances or supplies.

LIEUT. HARRY G. SMITH of Syracuse, N. Y., formerly assistant secretary of the National Electrical Contractors' Association, has returned from France after nine months' service. He was in the army more than two years. Lieutenant Smith went through the Meuse-Argonne offensive and as battalion gas officer he was warning his men of a coming attack when the gas overtook him. He was with the 807th Infantry. Lieutenant Smith has not decided on his future work. He has been discharged.

E. T. COOK, formerly an electrical contractor, has joined the selling force of the San Francisco branch of the Trumbull Electric Manufacturing Company of Plainville, Conn., as a special representative on Trumbull "Safety" switches. Mr. Cook saw sixteen months service overseas with the Twenty-sixth Engineers, where he rose to the rank of master engineer, senior grade. He was seriously gassed and for a time was totally blind.

F. C. ROBERTS is now sales manager of the Great West Electric Company, Winnipeg, Canada. Mr. Roberts fills the vacancy caused by the death, just before Christmas, of T. E. Papineau, of Spanish influenza.

THE DAYTON FAN AND MOTOR COMPANY is soon to be housed in a new \$150,000 factory building, work on which was started last month. This new Dayton factory will have a frontage of 150 ft. a floor area of 75,000 ft. and five stories and a basement. The executive officers are Edwin O. Waymire, president; Lee Warren James, vice-president; and Clyde C. Miner, secretary and treasurer.

JOSEPH BLUMENFELD, proprietor of the Star Light & Hardware Company, announces the opening of his down town store at 639 Smithfield Street, Pittsburgh, Pa. This store will specialize in lighting fixtures, etc.

FREDERICK SMITH announce the opening of offices of the Electrical Essential Equipmnet Company at 347 Fifth Avenue, New York City, under his management. Mr. Smith was formerly engaged in the engineering sales and government departments of the Western Electric Company, Inc. The new company will promote the sales of electrical labor saving devices for offices and home.

THE BLUEBIRD MANUFACTURING COMPANY is the new name of the National Tool & Manufacturing Company, the change being made effective on June 1. The National Tool & Manufacturing Company heretofore was engaged in the manufacture of tools, gages, fixtures, motion picture machines, typewriting machines, specialties and ordnance material. Since the closing of the war the company developed a line of electrical appliances and henceforth will devote its efforts exclusively to such products. The electrical goods are being marketed under the trade name "Bluebird" and the change in the corporate title of the company was effected to more closely identify the company with its products.



W. N. (alias "Shorty") Skiff and H. H. Madgsick of the National Lamp Works, on one of their camping excursions into the wilds of Canada. Besides being manager of the engineering department, Mr. Skiff is just now receiving congratulations incidental to being a "newly-wed."

W. J. BIRKEL, electrical contractor, of 259 West Twenty-seventh street, New York City, has opened a new branch at 72 East Eighty-ninth street, where he will handle a full line of electrical appliances.

THE WHITE LILY MANUFACTURING COMPANY, of which Sam T. White is president, has announced that it will spend \$150,000 in erecting an addition to its washing machine factory at Davenport, Ia.

JOSEPH E. GREENE COMPANY, dealer in electrical supplies, auto specialties and lighting fixtures, has moved into new quarters at 111-115 Federal Street, Boston, Mass., where the company has a very completely equipped showroom and has improved and increased its facilities.

L. M. COCHRANE, who has been associated with the Northern Electric Company, Ltd., in Calgary and Winnipeg for the last eight years, has resigned his position as district sales manager of the Winnipeg district, to enter business for himself. Mr. Cochrane is opening a sales office in Winnipeg, which will be his headquarters, and will represent manufacturers of electrical and automobile accessory products. He will cover the Western territory from Port Arthur and Fort Williams to the Pacific Coast, and will work with jobbers and distributors exclusively.

J. R. SMITH, secretary of the Chicago Electrical Estimators' Association, who until recently was employed by the Freeman-Sweet Company, has resigned and is now with the William A. Corroa Company, Chicago.

THE ROBBINS & MYERS COMPANY of Springfield, Ohio, on May 27 purchased the entire plant of the James Leffel Water Wheel Company adjoining the Robbins & Myers plants in Lagonda. By the expansion made possible under the deal, the Robbins & Myers Company becomes the world's largest exclusive manufacturer of electric fans and motors. Originating as a small casting foundry in 1878, under the ownership of Chandler Robbins and James A. Myers, the company has experienced remarkable growth. With the retirement in 1916 of H. E. Myers, the official personnel of the company became C. F. McGilvray, president; Wilbur J. Myers, vice-president; and Warren A. Myers, secretary. In 1917, H. E. Freeman joined the company as treasurer.

R. B. COREY COMPANY, INC., 39-41 Cortlandt Street, New York City, announces the selection of Charles L. Eidlitz as president of the company. "Mr. Eidlitz is well known in the electrical industry as a successful contractor, engineer and manufacturer," writes J. J. Sheeran, vice-president of the Corey company. "His characteristic enthusiasm and broad sympathy with the needs of the trade qualify him for leadership. We are exceedingly fortunate in having him head our organization."

STANDARD ELECTRIC & ELEVATOR INC., of Baltimore has opened a New York office at 280 Broadway in charge of C. A. Yarrington, formerly sales manager of the company.

